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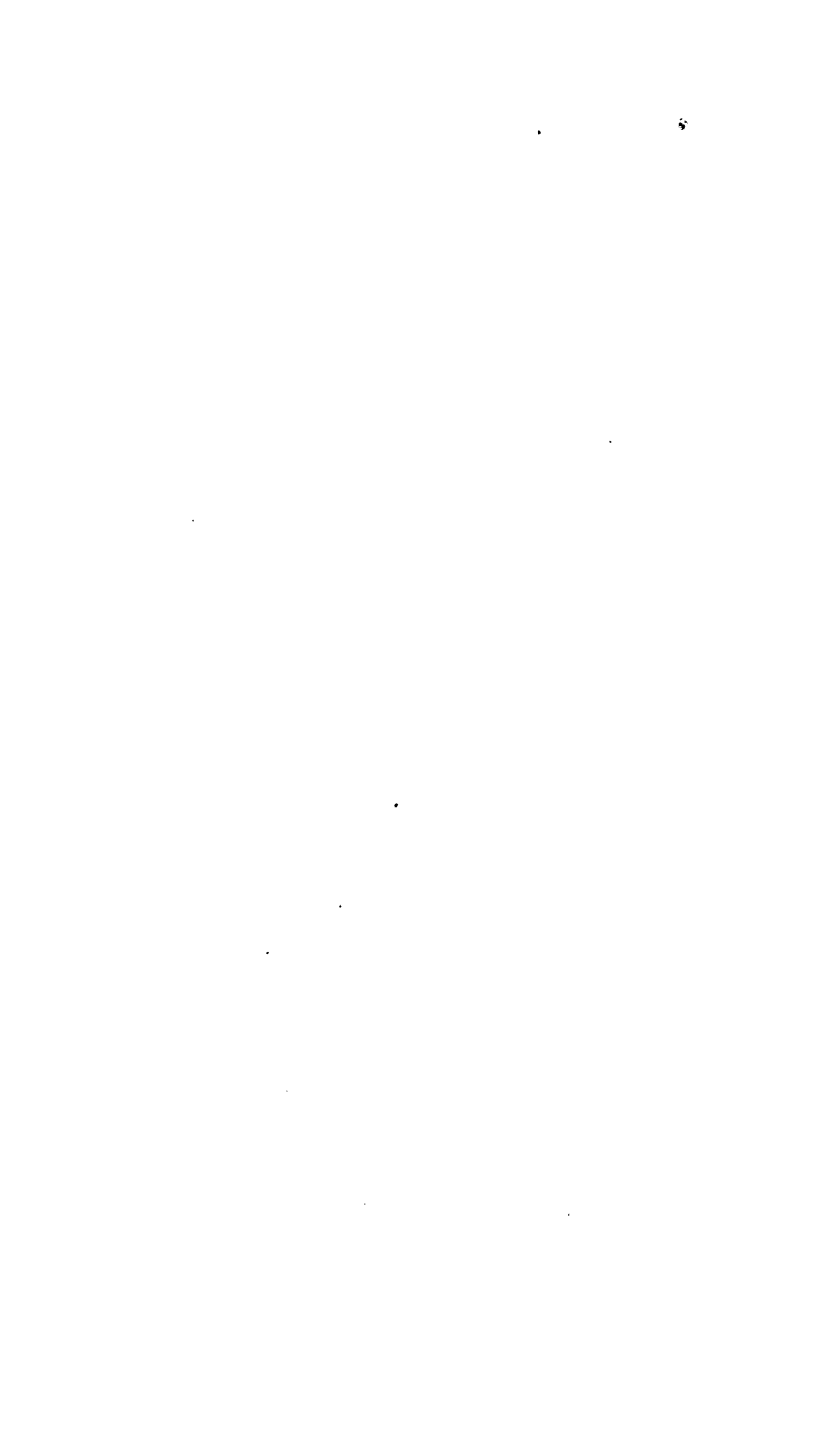


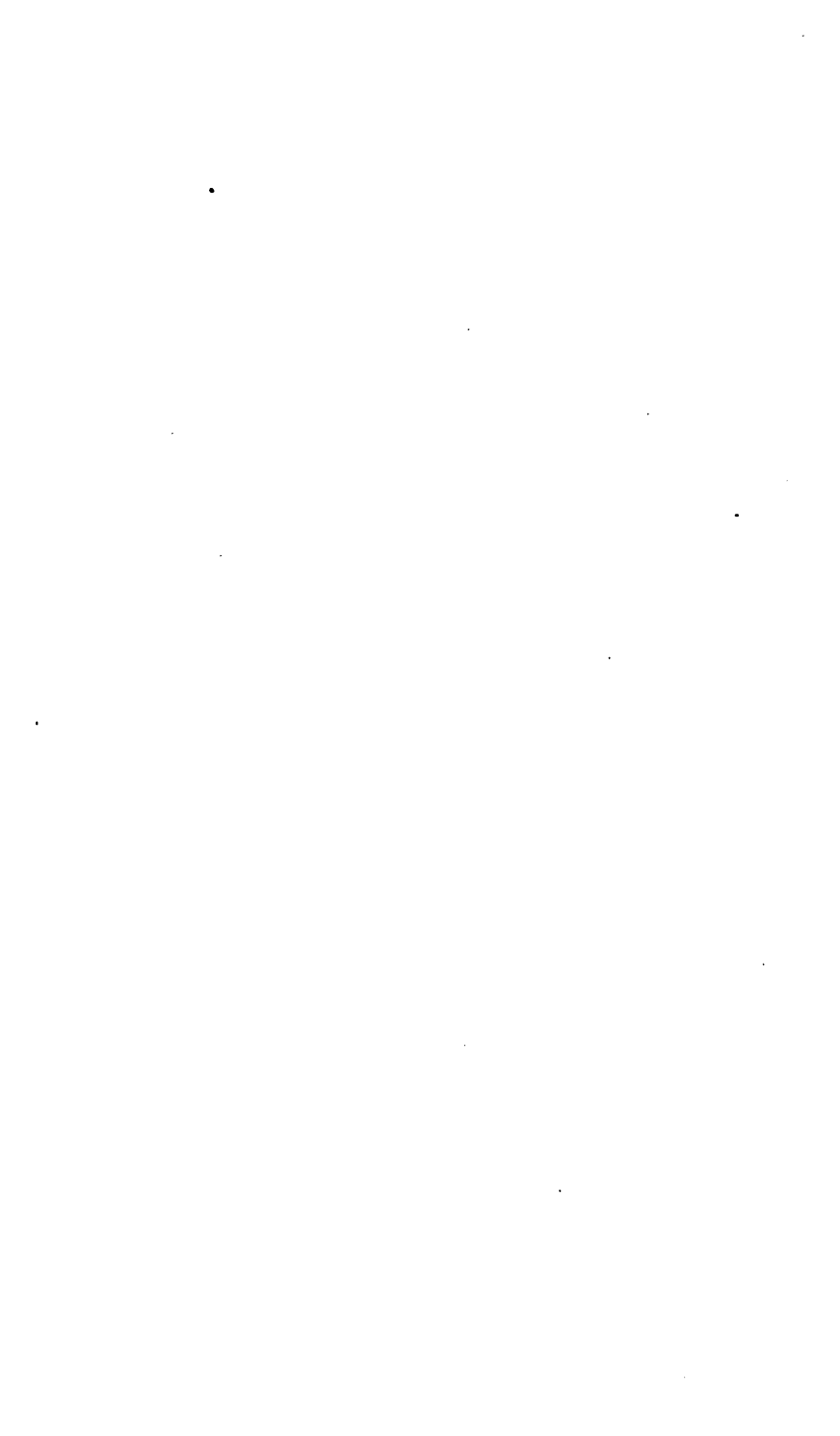


Good

3-1111







Good Hardware

OCTOBER, 1921



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK



"Milcar" *Automatic* Tongs

A VAST improvement over any tongs on the market.

They operate automatically—with one hand. Nothing like them for handling hot coals or logs.

Made of weldless, highly tempered steel—impossible to burn or break. Beautifully finished in oxidized gun-metal.

Just the thing for, Fall trade.

ROBERT E. MILLER, Inc.
11 Broadway New York

“Advertisers are checking more carefully to see who *reads* rather than who *subscribes*.”

This sentence is quoted from a letter we received from the advertising manager of one of the best known hardware concerns in the country—himself a man of no mean reputation as a trade paper authority.

We agree with him. A circulation statement, sworn, unsworn, A. B. C., or X. Y. Z., may mean anything or nothing. Whether retailers read the magazine means everything.

GOOD HARDWARE reaches every hardware dealer. How do we know it is read? Write us for the proof.

Good Hardware

**Published Monthly by the Trade Division of
The Butterick Publishing Company
Butterick Building, New York**

Advertising in GOOD HARDWARE Pays

Last February Mr. Beh decided to advertise Acme Ice Cream Freezers in GOOD HARDWARE for six months. This period ended with the September issue.

Returns have been so encouraging that Mr. Beh is going to continue advertising ice cream freezers straight through the winter months. See his letter.

Perhaps GOOD HARDWARE can help your business. The Service Department will be glad to work with you in producing advertising that will pay.

Write for information.

Good Hardware

Published Monthly by the Trade Division of
The Butterick Publishing Company
Butterick Building, New York

BEH & CO

REPRESENTING
RITTER CAN & SPECIALTY CO., OF PHILADELPHIA
 Office and Display Room - 1140 Broadway, Cor. 26th St
 Telephone Madison Square 2515
NEW YORK

Branches
 146 South Front Street
 Philadelphia
 Telephone Lombard 678
 Telephones Keymons - Main 940
 19 High Street
 Room 430
 Boston

Sept. 9, 1921.

Good Hardware.
 Butterick Bldg..
 New York.

Dear Mr. Tingle.

We take great pleasure in writing a few lines to you relative the results of the advertising that we have been running in your publication this year on ACME Ice Cream Freezers, and as the responses to our full page copy from hardware dealers throughout the different parts of the United States have been received so consistently, some weeks having had a total of 7 or 8 such inquiries, we feel that our advertising in "Good Hardware" has been profitable to us and shows us better returns than other types of publications going to the hardware trade.

We have also concluded that following the good results obtained we propose to carry along full page copy through the Fall and Winter months, wherein we shall bring forth certain thoughts to dealers and jobbers' salesmen which will be helpful to the ice cream freezer business as a whole.

Very truly yours,

BEH &

Per *W.B.R.*

WB:R



"Better Results Than
 Any Other Magazine"

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A Monthly Magazine for the Hardware Merchant who believes that the interchange of ideas is good for the soul and the pocketbook

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TILDEN FOUNDATION
R 1922 L

Cover Design—By DeAlton Valentine

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Rivets that Endure

FOR nearly 50 years we have specialized in the development and manufacture of Tubular and Clinch Rivets.

We use just the right metal and our workmanship is excellent. So, naturally, our rivets insure unqualified satisfaction.

Order through your Jobber today

Tubular Rivet & Stud Co.
Boston, Mass.



GOOD HARDWARE

*A National Magazine Published Monthly
for the Hardware Trade*

VOL. 3

OCTOBER, 1921

No. 1

Toy Business Will be Good for Some Folks This Fall

*Business comes to those who go after it. Some merchants
do year-round business in toys. Others just
crab about "conditions"*



VERY indication points to a good toy business this fall. A few merchants say they are not going to buy very much—they carried over a lot of goods from last winter.

That's their fault. To offset them we find a great many other stores that have been looking and working toward all-year-round business on toys and playthings. They did not pack up their stock right after Christmas

and stack it away.

They kept the stuff out where it could be seen, they displayed toys in the window and advertised toys in the newspapers. As a result, they not only cleaned up their stocks but got people in the habit of coming there for toys.

They are in an enviable position to gather in a good share of the toy business this fall and winter. And they will keep it up next summer.

Incidentally, the proposed bill putting American valuation on imported merchandise, with a duty of 40 per cent. on toys, dolls, etc., will help stabilize the toy industry if it finally goes through. Looks like a good toy business for those who go after it—not only in the fall and winter but all the year round.

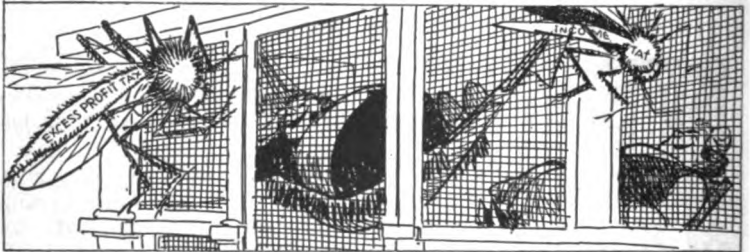
Will Help Sporting Goods Business

WE are encouraged by the news that the 10 per cent. tax on sporting goods will be removed—that is, it will probably

be removed on baseballs, footballs, basketballs, toboggans, skis, skates, snow shoes, uniforms and equipment, and will be reduced to 5 per cent. on other sporting goods, including tennis and golf articles.

As a step in the right direction, we have nothing but commendation for the proposed measure, which may be passed before this article reaches its readers. But we should like to see the tax removed from all classes of sporting goods. It is not wise nor far sighted to tax articles that are generally used by the people at large for healthy exercise and recreation. We need to encourage exercise. Instead of that we have discouraged it by taxation.

Nature Never Intended Us to be Perfectly Comfortable



By J. N. Ding

Reproduced by Permission of the New York Tribune, Inc., Copyright, 1921

At any rate, the removal of the tax from baseballs, footballs, etc. will be a boon to the youngsters, who usually have a hard enough time getting the money to buy their baseballs and their footballs, even when there is no tax.

Merchants who handle sporting goods will share the youngsters' delight in the removal of this tax.

* * *

Just why our politicians in Washington should continue to look upon tennis and golf articles as luxuries is beyond us. Not so long ago tennis was looked upon as a sissy game. The only man who thinks that now is one who doesn't know anything about the game. It is more strenuous than either baseball and football and is increasing tremendously in popularity.

At the opening match of the Davis Cup Championship matches at Forest Hills, Long Island, the stands holding 14,000 people were overflowed. It is estimated that the crowd totalled at least 17,000.

Tennis is becoming a very popular sport. Golf is not so widely played and probably never will be. A golf course requires too much ground. But public links have come into vogue in the last few years, and there is no reason why this sport, or any other, with a few exceptions such as polo, should be classed as luxuries and taxed accordingly.

* * *

So popular was the series of articles on Salesmanship which appeared in GOOD HARDWARE during the past year that we have arranged to give our readers another series—this time from the pen of Bernard J. Priestley, and illustrated by that inimitable comic artist, Tony Sarg. These articles will start in the November issue. Write your jobber and tell him that you want to continue receiving GOOD HARDWARE.

His Clerks Can Set up Ranges

SOME hardware dealers believe that the value of clerks in the term of profits, depends considerably on their knowledge of the location of goods in stock and even more on technical knowledge of the goods themselves; for instance one dealer found out that his clerks knew too little about the stoves, ranges and furnaces they were trying to sell. If asked about some particular part they would hem and haw and often could not give an intelligent answer.

He had every man in the store set up a range and a furnace, and discovered that in this way they learned the names of the different parts and with this knowledge assumed a new interest in their work. As a result he had them take apart and put back together, washing machines, cream separators and other specialties in the sale of which technical knowledge could be counted as an asset.

This Hardware Store Gives Free Service on Bicycles

THE Stambaugh - Thompson Hardware Company of Youngstown, Ohio, figures that about two dollars is spent on repairs by every customer who buys a new bicycle. Most of this is for tire repairs and similar small jobs that the rider does not know how to do himself.

This store increases its selling price so that its profit is large enough to allow it to give service amounting to at least two dollars free. If a wheel would ordinarily sell at \$35 the firm asks \$37.50.

This additional initial cost does not cut down sales of wheels, and at the same time leaves a friendly feeling in the heart of a rider who calls with a punctured tire and is told "that's all right, leave it to us."

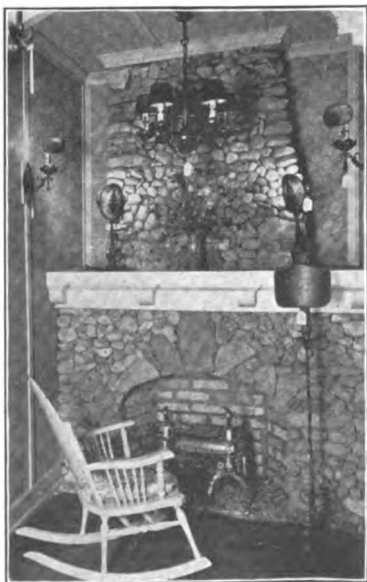
Electric Fire-Place Draws Trade to Store

AN electric fire-place in the store!

That is the unique stunt used by Miss Paula Hoffman, a woman merchant of Fort Wayne, Indiana, for the purpose of selling electric fixtures and an electric heater.

Miss Hoffman has had a regular, old fashioned fire-place constructed in her place of business. But instead of wood or coal burning in the fire-place she has substituted an electric heater. In front of the fire-place is an old fashioned, cushion-seated rocking chair, drawn comfortably close. And on the mantelpiece and near it are electric fixtures suitable for use in connection with the fire-place.

Of course every one who visits the store comments on this unusually attractive corner. And, of course, it helps sell a lot of fixtures and heaters, too! It has a special appeal to women.



This old-fashioned fireplace has sold a lot of modern electric heaters.



Interests Customers in Plumbing Outfits

INSTEAD of merely having a few pieces of its plumbing stock thrown about as if they were in a warehouse, this hardware store has installed a small bathroom for showing various items in that line.

It tends to interest people in better equipment for their bathrooms and to increase the average order as compared with the effect of showing the goods piece by piece.

A number of shower bath outfits have been sold just because of the suggestion of the one shown in the model bathroom.

Ah, True

"If a man has a beautiful stenographer, do you suppose that will cause him to take more interest in his business?" asked Mr. Piglatch.

"I don't know whether he will take more interest in his business," said Mr. Peckton, thoughtfully, "but his wife will."—*Birmingham Age-Herald*.

"Don't Say It--Write It" is the Slogan of Michigan Hardware Firm

A system which has eliminated errors in pricing, lost sales, lost customers and lost opportunities; all information and suggestions are recorded on special forms.

By Walter Engard

"MR. ROSS, we have had a number of calls lately for Blank's spark plugs and I believe it would pay us to carry a few of these plugs in stock," suggests the salesman in charge of the auto accessory department of The Edwards and Chamberlin Hardware Company of Kalamazoo, Michigan, to Mr. Ross, the general manager, as he passes through the store on his way to his office on the second floor.

"Very well, Mr. Johns, but you know our slogan, 'Don't say it—write it,'" replies Mr. Ross.

"Don't say it—write it" is one of the established policies of this wide-awake, hustling hardware firm and it has played an important part in the efficient management of the store. Before it was adopted,

all suggestions and recommendations were made orally and if the person to whom they were made was busy at the time or did not make note of them, they were forgotten and good ideas were lost. Now all rules and regulations, suggestions, changes in prices and other information must be set down in writing.

The method employed by Edwards and Chamberlin in their "Don't say it—write it" policy could be used with equal success by any other hardware merchant. In the first place, this firm has had printed a number of special forms. In order that the different forms may be quickly distinguished, each has a color of its own. One form is blue, another pink, a third yellow.

Form 276-9-12-19-12M. LOTE—K. F. Co.

The Edwards & Chamberlin Hardware Co.

SUGGESTIONS AND RECOMMENDATIONS

This form to be used for all suggestions and recommendations offered by employees as to improvements in service, additions to stock, drops, alterations, arrangements of merchandise, advertising, complaints, etc.

SEC.	BUYING DEPT.	AUTO-ACCES.	FILING DEPT.	INV. FILE
TREAS.	JOB. DEPT.	MILL SUPPLIES	ADV. DEPT.	RECEIVING
SUPT.	RETAIL DEPT.	SPEC. ORDER	M. O. DEPT.	STOCK RM.
ACCTG.	TRAFFIC DEPT.	SERVICE DEPT.	DECORATING	SHOP

Date _____ Signature _____

DON'T SAY IT--WRITE IT!

Employees are furnished with forms like this for making suggestions for improvement in service

The Edwards & Chamberlin Hardware Co.

PROSPECTPROSPECTS ARE OF LITTLE OR NO VALUE UNLESS BOTH THE
NAME AND ADDRESS, ARE CORRECT

Salesman _____ Date _____ 191__

Name _____

P. O. Address _____

Interested in _____

Information from _____

Remarks _____

Additional Memoranda may _____

Letter _____

Transferred and Fil _____

These two
slips are filed
together for
future refer-
ence.

Form 124-11-4-18-2M CTK

The Edwards & Chamberlin Hardware Co.

SOLDBE PARTICULAR TO GET THE CORRECT ADDRESS
DO NOT PIERCE THIS SHEET BY HANGING IT ON A FILE

Salesman _____ Date _____ 19__

Name _____

P. O. Address _____

Article _____

The first and most important of these is the "suggestion and recommendation" form. This is 5½ by 8½ inches and is printed on blue paper. It is provided for the employes for making suggestions and recommendations regarding improvements in service, additions to stock, drops, alterations, arrangements of merchandise, suggestions for advertising and displays and complaints.

At the top of this form are printed the rules governing its use and immediately following is a list of the various store departments:

secretary, treasurer, superintendent, accounting, buying, jobbing, retail, traffic, auto accessory, mill supplies, special order, service, filing advertising, etc.

Every employe is furnished with one of these forms and the firm pays cash for any suggestion received. Whenever an employe has a recommendation to make in connection with his own department or some other department, he puts it down on the form, enters his name and the date, and checks the department to which the suggestion is to go.

Form 226-12-18-5000-S&Z

THE EDWARDS & CHAMBERLIN HARDWARE CO.

STOCK REPORTEmployees are required to report all stock LOW or OUT on this sheet and hand same to the
head of their department daily.This space for use of
buying dep't onlyAll stock that is low or out must be reported daily on this form to
the buying department

Form No. 27-28-1-28-2-1722

Shop. Job. Service. Buying. Accounting. Adv.
 Tens. Mail. Receiving. Auto Assn. Shipping. Billing
 Sup. S. Order. Stock. Shop. Mkt Supply Dept. Filing

BULLETIN

The following rules, regulations or changes take immediate effect. Read carefully, and check your number thus indicating that you have read and understood this bulletin.

Dated.....1921.....

THE EDWARDS & CHAMBERLIN HARDWARE CO.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75
76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125
126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150


On the bulletin are posted new rules; each employe checks off his number after reading

All recommendations for improvement of service, plans for boosting sales and similar matters, go to the general manager first

and, if approved by him, he checks them for the department to which they should be sent. In this way,

(Continued on page 40)

F 127-1-28-19
 1899 SETK
 K. P. Co.



DEFECTIVE GOODS

ARTICLE _____

Size _____

DEFECT _____

Returned by _____

S. Ed by _____

Replaced _____ 19

Credited _____ 19

Salesman _____

DATE _____ 19


Ref'r _____

Charged back _____ 19

Claim No. _____

This Record Must be Made Out with Ink
 (Further Information OVER)

Form 222-2-30-20
 1m-TLE



SERVICE TAG

The Edwards & Chamberlin Hardware Co.

Clerk _____ Date _____ Hour _____ M.

Left by _____

Address _____

Requirements _____

Promised: Date _____ Hour _____ M.

Will Call _____ or Deliver _____

SHOP REPORT

Repaired: Date _____ Hour _____ M.

Labor _____ Hours _____ Min. \$ _____

Material _____ \$ _____

_____ \$ _____

_____ \$ _____

Total . . . \$ _____

Shop Foreman's O. N. _____

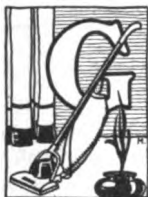
For further information see other side.

Defective goods tags and service tags are used for all articles which are unsatisfactory or returned for repair

Actual Experiences of a Merchant Who Makes Real Money Selling Electrical Goods

An unusually valuable interview with a hardware dealer who has been all through the mill, come out on top, and is glad to pass on some helpful advice to his brother merchants

By Roi B. Woolley



GOING back a bit in this series, readers will recall that I mentioned the fact that in the merchandising of electrical specialties, particularly the larger household helps such as the washing machine, vacuum cleaner and ironer, there were four major factors. These are delivery, demonstration, financing and servicing.

The hardware retailer who is going in for profitable selling of electrical merchandise—note I said *profitable*—will do well to take careful inventory of these four essentials.

And before we go into these subjects, let me reiterate one statement made in previous articles—it cannot be too often repeated—most electrical specialties are not bought, they must be sold. Unlike your taps, dies, cutlery, agricultural tools and the like, the time is not yet here when people visit their favorite hardware or department store for such merchandise. True, people are becoming more educated; daily their electrical desires and wants are being whetted. But today the retailer who would realize greatest turnovers, with least invested capital, hence greatest profits, must realize that he must put pep and punch behind his selling and *move the goods*.

Lamps Are Staples

He may move them in his store, over his counter, across his floors by intensive advertising, telephone and personal solicitation, or he may send out house-to-house crews. Smaller appliances such as the iron, shelf-goods and the like do not have to be sold on the above basis; the incandescent lamp, probably, comes closest to being a staple, hence the

"bought" article. But if you are going in for selling of the more costly, more profitable merchandise, you must remember that you will have to *go sell* the goods; if you wait for people to buy, your turnover and your profit are going to be insignificant.

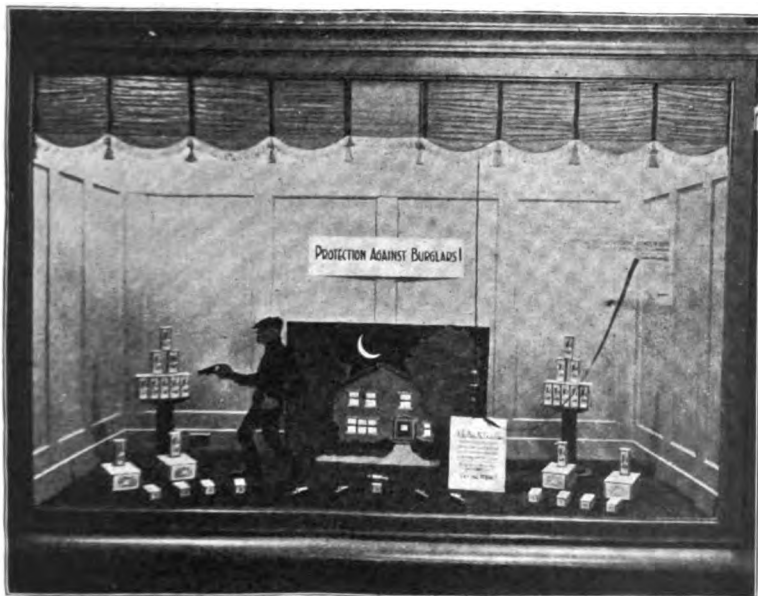
For the Average Dealer

Now one trouble with so many articles of this kind is that they are written for the great big store-keeper; the smaller merchant (who is in the majority) is seldom able to send out crews and gangs to "work" residence territory; his city or town does not offer the fertile field to be found in the larger, more populated areas. No, I would rather take a typical, average-sized merchant, in an average-sized city, and tell you what I know about his electrical campaigning and how he handled these elemental factors delivery, demonstration, financing, and servicing.

Speed, we'll say his name is; you can give the town any name you want. The Speed I have in mind, however, is located in an Ohio city of some 18,000 people. The nearest



Typical electric store layout showing arrangement of washing machines and household specialties along the wall, use of tables for irons, etc. Such an arrangement can be worked out by any hardware retailer.



Excellent lamp, flashlight and battery window. Electricity is a great burglary insurance. Sell your prospects the idea of more and better light.

metropolis is some forty miles away. There are about 1900 wired homes in Speed's city, and for competition in the hardware field he has two rivals for his trade, neither of whom, between you and me, give Speed many sleepless nights. Speed's store is a bit above the average in appearance, in location, in quantity and quality of stock, and in the way it is kept up.

busy. But until he had seen the lighting company and had it all out with them, he desisted.

"You see," said Speed, "I found that the company had in existence what it then called a free lamp renewal plan by which it agreed to replace a burned out lamp when turned in by any customer on a gratis arrangement. So this scared me out of the lamp business. But



Well-arranged electrical department of a country store that does a big business in selling this class of merchandise to farmers.

Being near the local lighting company Speed used to see the people trotting in every month to pay their bills. And one day at the Country Club, which Speed patronizes—he's what you call a "mixer" in local affairs, socially and politically—Speed had a long talk with the new business manager of that lighting company. The outcome was that within four months Speed had gone into electrical merchandising. He told me later that he had been investigating the possibilities of this sort of merchandising for a year or more before he made up his mind. When his competitors began to lean that way, taking on irons, percolators and so on, he decided it was time to get

when the company came to time and said it would merchandise lamps on the same profit-per-sale-basis I would have to follow, why then I fell in line."

The first stocks were small. Speed was trying it out. He had a good line of incandescent lamps, some table, library and piano lamps, a leading make of electric iron, a toaster, percolator, combination grill, sew motor (sold with sewing machine or not, as desired) and one or two other things. At first he was shy of household appliances, or specialties such as the washer and cleaner. But later he was almost forced to take on these lines as he saw men coming in from surround-

(Continued on page 40)

We Did a Big Sewing Machine Business by Advertising Shears

The novel advertising stunt of a live Kansas merchant which not only made his over-stock of machines move but resulted in his ordering several extra shipments

By L. E. Ferguson

Ferguson Bros., Coffeyville, Kansas



INDING ourselves with no regular salesman for sewing machines, and a good big stock of them on hand, we secured the services of a fairly good salesman who stated that he was no good in finding new prospects but that if we could keep him supplied with leads he could do the business. We engaged him at a flat salary; furnished him a light Ford runabout and put him to work.

We immediately purchased a quantity, perhaps two or three gross of a good steel 10" shears, each pair had our slogan, "Marry The Girl" and "See Ferguson Bros." etched on the blades. These were bought cheap. We then got a two column newspaper electro of the shears but one which did not show our advertisement on it.

We used this electro in a liberal use of newspaper space, telling of the good quality of the shears, offering them for sale at \$1.00 per pair. We pushed long and strong on the quality and price of the shears. There were a number who called to purchase the shears at this price. This established in the minds of the people the fact that the shears were extra good and fully worth the money. That was our object in advertising them.

We Kept Talking "Shears"

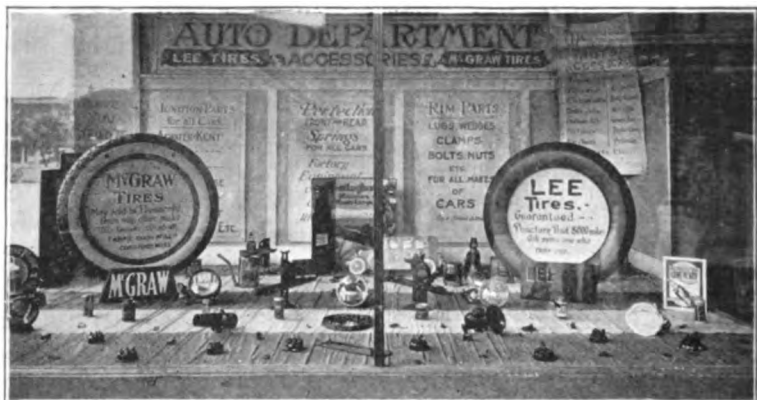
We then got up a good-sized circular describing and illustrating several different makes and styles of sewing machines, plainly stating the price and terms, and our offer to take old machines in exchange; and in one corner of the circular was

again reproduced a picture of the shears with a description and the price, with the explanation that if the persons who received the circular (which was sent by mail) would fill in the spaces arranged, giving the names of five of their friends who had no sewing machines or who needed new ones, and also giving the name of the machine they themselves were now using (if any), and how long they had used it, we would present them each with a pair of these shears absolutely free. The entire line or lot of shears went with a whiz."

We Got a Lot of Prospects

Our office girl assisted the salesman in tabulating these replies. The result was that we got enough live prospects to keep this sewing machine salesman busy for months to come. The big stock of machines which we then had, together with several additional large shipments, were quickly disposed of.

This plan, as far as we know, was original with us but has since been used successfully at other points. This we know from the letters which we have received.



Ray Hardware Co. Turned Auto Accessory Stock Three Times in Six Months

This wide-awake Florida concern opened its automobile tire and accessory department as an experiment, and in six months it proved to be the biggest paying department in the store

By Ruel McDaniel



JUST a little more than six months ago, Mr. W. A. Ray, of the W. A. Ray Hardware Co., of Pensacola, Florida, got the idea that an automobile accessory department in his store would be a good investment. So he laid in a small but well-assorted stock of tires and general accessories.

The department has grown so rapidly that today it occupies a conspicuous part of the big retail store, and is looked upon as a source of revenue unthought of before. And only a comparatively small investment is involved.

The value of stock in the accessories department is less than \$13,000, which represents a very slight increase over the value of the original stock. The volume of business for the first six months, just closed, amounted to approximately \$40,000, and the stock underwent practically three complete turn-overs during the six months' period.

In opening the new department no unusual advertising stunts were

employed, except that conspicuous announcements were made in both morning and evening papers and old customers of the store were told about the new department as they came in from time to time.

Competition in the tire and supplies business is keen in Pensacola, and this condition was the chief factor in making the venture an experiment rather than an assured success. That the company over-

came this competition and grew with mushroom rapidity, starting with only a few hundred dollars' worth of stock, Mr. Ray lays to a number of reasons.

First, in selecting stock for the department, particular care was taken to buy only standard, nationally advertised products, known the country over for their quality and service, and articles that the store could conscientiously stand behind every time it made a sale. Nothing was put in stock that did not have prospect of reasonably ready sale. Thus, objectionable "dead" stuff was practically eliminated from the department. Only two makes of tires were handled, and these were of the better grade, and well advertised nationally. No "seconds" or questionable tires were ever permitted to slip into the stock.

Second, the company is well established in its territory, and although it is not what might be called an old firm in a city of the age of Pensacola, it has enjoyed a liberal patronage in all its departments for a number of years, and this same patronage was easily extended to the automobile supply department when it was opened.

Third, advertising is a sort of religion with Mr. Ray, and he uses it in all forms. His store is located on the busiest corner in the city, and advantage has been taken of the heavy traffic at this location by constructing large show windows, and keeping them alive with bright displays. And these windows are changed often, too—at least once a week. The wares of the automobile accessory department are accorded conspicuous space in many of the displays, and occasionally an entire window is given over to that department. Newspapers are used liberally, the space being about equally divided between the morning and the evening publications.

Mr. Ray never turns down an opportunity of sending out circulars

and advertising material furnished by manufacturers, and considers money spent for postage in this way is well invested. A liberal part of the advertising appropriation goes to billboards, and factory-dealer tie-ups are used in the moving picture houses.

The firm depends on the country trade for a large part of its revenue, and it enjoys a considerable farmer and truckman's trade. This patronage is secured and held, Mr. Ray says, through courtesy, square dealing, and liberal circularizing. He finds that farmers and country people in general read circulars and advertising material much more conscientiously than does the average city dweller.

Summing up the situation, in deciding the question of adding an automobile supply department, there is sound advice in Mr. Ray's statement on the subject: "If you already enjoy the confidence and patronage of a permanent trade, regardless of competition, an automobile tire and accessory department in a well-balanced hardware store is no experiment, as I thought it was, but a sure source of additional revenue, providing it is given the proper attention and sufficient publicity!"

Hangs Tools on a Curtain Pole

A UNIQUE method of displaying tools, as carried out by a hardware merchant in the West, is to hang the tools on a light curtain pole, about 1¼ inches in diameter, supported in the window frame by home-made brackets. The pole is stained to match the color of the woodwork. Bright screw eyes are screwed into the pole at regular intervals and the tools are either suspended by wire on these hooks or hung in the eyes. The contrivance is a method of display which can also be applied to many other lines of hardware. —*Hardware and Metal.*

Displays House Furnishing Goods in Booths

INSTEAD of employing the usual methods for displaying house furnishing goods, the F. P. Hall Company (formerly Schoedinger-Marr), of Columbus, Ohio, has provided a number of booths built along the side wall of the house furnishing department that have proved very effective in displaying the various lines.

Each booth is used for one particular line, that is, in one booth is displayed a complete line of aluminum ware, in another is a complete line of blue enamel ware, then in still another is to be found a complete line of white enamel ware, etc. These booths are equipped with shelves upon which to display the various articles, also a small table upon which pieces may be set when showing to a customer.

In this connection, the Schoedinger-Marr Company also employ one or two booths for presenting a model sanitary kitchen. In these booths are displayed kitchen furnishings, including a kitchen cabinet, refrigerator, a gas or coal range, cooking utensils, kitchen

table, etc. In each display only goods that match are employed, that is, goods that harmonize.

In one display only white furnishings are employed; a white table, a white kitchen cabinet, white enamel gas range, white refrigerator, white enamel ware, etc. This adds much to the attractiveness of the display and is effective in creating desire on the part of the prospect for following out the scheme.

Many articles besides those mentioned above may be used in similar displays with mighty good results. Such articles as metal bread cases, family scales, fireless cookers, enamel sanitary garbage cans, and mop bucket.

Fair Enough

A plumber and a painter were working in the same house. The painter arrived late and the plumber said to him: "You're late this morning."

"Yes," said the painter, "I had to stop and have my hair cut."

"You didn't do it on your employer's time, did you?" said the plumber.

"Sure, I did," said the painter; "it grew on his time."



Instead of displaying their house-furnishing goods in the usual way, the F. P. Hall Co. has built booths along the side walls so that the customer's interest can be concentrated on one variety of merchandise at a time.

The Wife of the Hardware Merchant takes the Stand

And from the depths of her experience, both as a dealer's spouse and a remarkable housekeeper, speaks up and gives out a whole flock of useful hints that every hardware man may pass on to his customers with profit.

By Friend Wife

LET me begin by admitting that I am nothing but a woman. But in spite of that horrible handicap, I have a message for the hardware merchant, for I have a fair understanding of this particular line of business from the viewpoint of both customer and dealer.

Why, for years I made occasional timid expeditions into hardware stores, to be greeted quite often by stern male persons who seemed to say, "Who opened the door and let this blow in?" And then—I married one of 'em. Add to all this the fact that I had a pre-matrimonial career as an "ad" and business writer, with ever an eye out for Big Ideas, and you will understand why I make bold to speak up in meetin'.

That is "old stuff" about a woman's being ill at ease in a hardware store. But it is true. I know from experience. And what puzzles me is this: Why the average dealer fails to realize that he is losing a whole heap of good business by not making a special play for the friendship of "the long-haired sex"—er—commercially speaking, of course.

There are an indefinite number of hardware lines whose sales could be greatly increased by catering to women—especially those who manage homes.

To awaken a woman's interest easily and quickly, give her something for nothing. The average housewife reacts favorably to the gift of a bit of novel information or a



helpful idea that will mean a shortcut in some phase of her housework. And the average hardware dealer can cash in on this feminine trait if he will but familiarize himself with a few domestic stunts which involve articles sold in his store.

I do not suggest that the dealer and his clerks become human dictionaries of household hints. I merely state that the judicious use of them will add noticeably to the sales of any hardware store by increasing the feminine patronage. And I know whereof I speak, for I have seen my theory at least partly tried out.

Being a housewife, I have at my tongue's end yards and yards of household lore, all of which is excellent hardware capital. But be not alarmed, I shall reel off only a foot or two of the snappiest.

The First Foot

There are a lot of women who have the mistaken idea that dark linoleum is a more sensible kitchen

floor covering than the lighter shades. Last winter my husband got in a sizable roll of very light-colored linoleum. The quality was excellent; the shade and pattern perfect. But it appeared to be an absolutely dead piece of stock.

The Linoleum Problem

Three months after the roll arrived, I noticed that it was still intact. That night I asked my husband why on earth the women hadn't gobbled up that pretty linoleum long ago. He said they all admired it, but contended that it was too light; that when he suggested varnish as a preservative, many of them complained that to give linoleum the necessary two or three coats of varnish meant staying out of their kitchens for an impossible length of time.

Then I told him that light linoleum is the best kitchen floor covering, because it doesn't show dust or grease spots, but that it does show heel marks unless it has been "treated." I gave him the following recipe which I knew had been tried out with success: Melt a small quantity of glue or gum arabic in a pint of water. At night have the linoleum clean and dry. Go over it with a flannel cloth dipped into the glue water. In the morning there will be a fine durable hard gloss—and the floor can be walked on at once.

By recommending this stunt my husband overcame the time-worn objection in regard to varnish and sold his linoleum right speedily.

For Cleaning Painted Walls

Those "canned" soaps that have been put on the market in hardware stores within the last few years, have other uses beside the washing of automobile mechanics' dirty hands. Any one of these soap-pastes is absolutely unequalled for cleaning painted walls—especially those done in flat-tone paint, whose egg-shell

finish makes washing it ordinarily a positive drudgery. But by using this mechanics' soap, put on with a good stiff brush, and rinsed off with a cloth wet in clear water, the housewife will soon find that painted walls are not hard to wash. Tiling of any sort responds to the same treatment.

I have found that the polishing cream sold by the hardware dealer, for use on metal trimmings of automobiles, is excellent for cleaning aluminum kitchen utensils. The aluminum regains the satiny finish it had when new. Copper may be polished in the same way.

There's many a housewife who would be very glad to know that by boiling apple skins in her aluminum kettle, she can quickly remove all unsightly black stains inside the kettle.

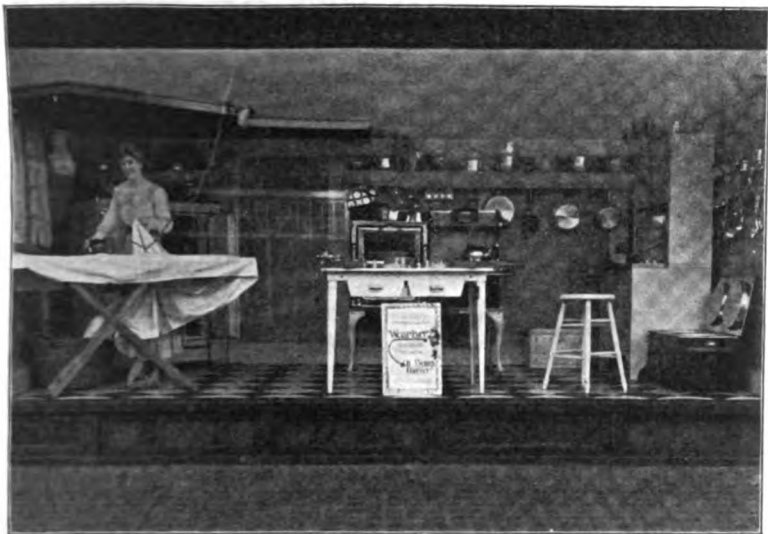
Mends Ivory Handles

Not long ago I heard my husband's chief clerk sell a set of ivory-handled knives and forks that the firm was especially anxious to be rid of. The customer raised the usual objection against ivory-handled cutlery—that the handles invariably come off. The salesman met this objection with a hint which I had given him—that melted alum is very desirable for mending hard substances. An aunt of mine had an ivory-handled knife that she mended with melted alum twenty-five years ago, and which has been in use ever since without breaking. Simply melt the alum over an intense heat and apply hot.

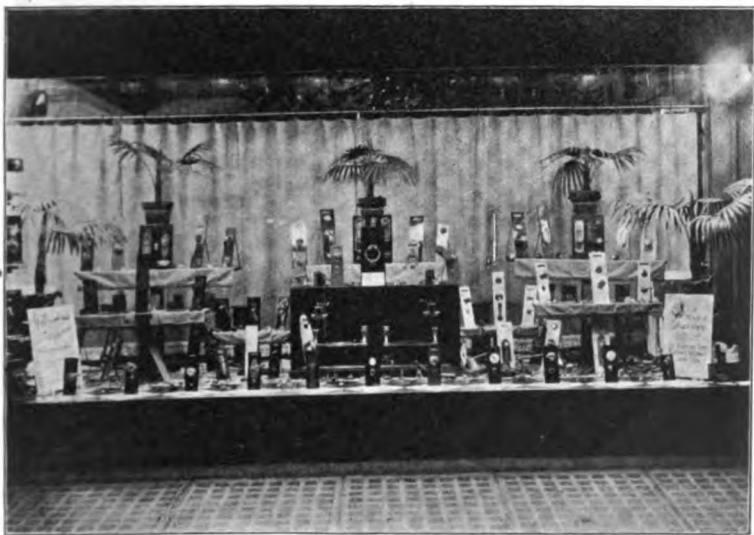
By submerging silver in sour milk for several hours or overnight, and then rinsing it in warm water to which a few drops of ammonia have been added, the silver-polishing problem is easily solved. Another easy way of polishing silver is to place it in an aluminum kettle, cover with water to which a tablespoonful of soda has been added, and bring slowly to a boil. Rinse in warm water.

(Continued on page 60)

GOOD WINDOW DISPLAYS



This window display has real selling value because it creates in the minds of spectators a desire to own the things shown



The dealer here surrounds his merchandise with class and educates people to want fine hardware

The Supreme Test of Rope

On many a hoisting winch the life of a rope is measured in hours and minutes. Rope can be put to no harder use. Whitlock All-Manila stands the test—it lasts longer. Therefore Whitlock is demanded by great steamship lines. A rope which meets these stern requirements will build business for any dealer whose trade requires first-class cordage.

WHITLOCK CORDAGE

THE UTMOST IN ROPE VALUE

Whitlock All-Manila is the rope that is guaranteed superior to U. S. Bureau of Standards Specifications in every respect—quality of fibre, length per pound, strength. Sell a man Whitlock and he'll come back for more. It is the right rope for all-around work. Write for the new Whitlock Catalog describing our complete line of Manila and Sisal Cordage—the goods which will make more money for you. And ask for the Whitlock distributor in your territory.

WHITLOCK CORDAGE COMPANY

46 South Street, New York

Branches

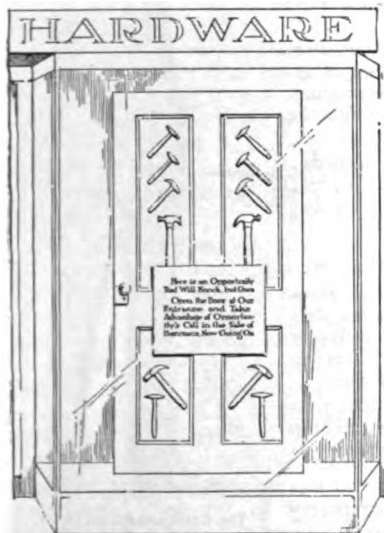
Chicago, Boston, Kansas City
and Houston

Factory and Warehouses
Jersey City, N. J.



Made Attractive Display out of Hammers

THE hardware merchant who complains that he has no opportunity for attractive window displays, such as the goods of other merchants permit, should appreciate the window display arranged by a New England hardware dealer in which he shattered these tradi-



This door was converted into a display window to advertise hammers

tions by making a most novel display out of one of the most common goods in stock—hammers.

Instead of displaying these hammers in a conventional way, grouped around the window, he fashioned a couple of dozen in various assorted sizes on the front side of an ordinary door, the door being of a small size to fit conveniently in the main display window. In the center panel of the door he included this brief sign:

HERE IS AN OPPORTUNITY THAT WILL KNOCK BUT ONCE. OPEN THE DOOR AT OUR ENTRANCE

AND TAKE ADVANTAGE OF OPPORTUNITY'S CALL IN THE SALE OF THESE HAMMERS NOW GOING ON.

This stunt not only made direct sales but further stamped his store as one of the progressive type.

His Bulletin Board Is a Town Feature

BROSSERMAN'S Hardware store has a substantial bulletin board, the frame for which has been made of ordinary gas pipe. Brosserman uses his bulletin for Friday and Saturday specials to let his customers who work in the large city nearby know that they will do well to try Brosserman first. Each Friday and Saturday there is some special advertised on each side of the board.

On other days there are witty sayings to keep up interest in the bulletin board and to get people in the habit of looking at it.



Witty and humorous bulletins keep up passer-by interest in Brosserman's

Who stands the Loss?

A Cash Sale, but—there's a rush o' business, the clerk is busy, puts the money in his pocket and makes no permanent record of the sale. Who stands the loss?

A Charge Sale, but—you lose the sales slip and you have no record of the sale. Who stands the loss?

A C. O. D. Sale, but—that old fashioned register is out of order. Carbon paper crumpled. Duplicate sales slip is not like original. The money isn't collected. Who stands the loss?

You Pay Out Money, but—your records don't show to whom, when, what for, by whom. The money is gone. Who stands the loss? **YOU**

Stop These Losses

The Standard Manifolding Register absolutely stops such losses. It forces a complete, locked-in record of every transaction. Every copy is *exactly* like the *original*. Carbon paper *can't* crumple. Sheets *can't* slip.

There's a Standard System built to fit your business, to simplify your records and stop the losses. It will save you many times its cost. Write for the facts.

The Standard Register Company
134 Albany St., Dayton, Ohio

Check Coupon and Pin to Letterhead

For samples of forms, used by other businesses similar to your own, and folder describing a complete system for controlling your sales records. There is no obligation

attached to this, check on the coupon the samples of forms you desire and pin to your letterhead.

Furnished with or without cash drawer



THE STANDARD REGISTER CO.
134 ALBANY ST., DAYTON, O.

Without obligation, send me booklet and samples of forms showing:

- ☐ Bills of Lading
- ☐ Express Receipts
- ☐ Delivery Receipts
- ☐ Invoices
- ☐ Purchase Requisitions
- ☐ Stock Requisitions
- ☐ Receiving Orders
- ☐ Stock Records
- ☐ Sales Records
- ☐ Combined Money Drawer & Sales Records

Standard

Manifolding Systems and Roll Printing

Mabel McGaffee, of Idaho, Wins First Prize in Picture Title Contest

"Car Fare Going Down" is judged cleverest and most appropriate answer. Five other women and one child also win prizes.

THE first prize, \$50.00 in cash, was unanimously awarded to Miss Mabel McGaffee for her clever title of "Car Fare Going Down." Miss McGaffee is associated with the Salmon River Stores Co., Riggins, Idaho.

C. Reeves, a hardware merchant of Darien Center, N. Y., won the second prize, \$20.00, with "Putting a Wrench in the Works"; Third prize, \$10.00, went to Mrs. L. B. Trumbull, the wife of a member of the firm, Clerk-Bell & Trumbull, Anita, Iowa, for her title, "Taking the Monkey Business out of Hardware," and the fourth, \$5.00, to Mrs. John Lanigan, wife of the owner of "John Lanigan Hardware and Furniture Store," CleElum, Washington, who submitted "The Consumer Gets the Best of it Again."

Judy O'Grady and the Colonel's lady certainly walked off with the highest honors in this contest; first, third and fourth prizes going to women. Man resumed his rightful place, however, in the second issue, Mr. C. Reeves pulling down the second award with "Putting a Wrench in the Works."

It was interesting to make mental notes of the distant places which contributed their bit of wit and humor. It's a far cry from languid Florida to Butte, Montana, but GOOD HARDWARE reaches every nook and cranny—and answers came in in equal volume from both these places! The enthusiasm over the contest penetrated beyond the border and we had two contestants from New Brunswick, Nova Scotia.

The fifteen other prizes of \$1.00 each went to the lucky ones below:

Foster C. Kubat, Owatonna, Minn.
"The Last Supper."

I. J. Lano, Long Prairie, Minn.
The Burd-ens of Motor Life.

Luanna Churchill, Bellefontaine, O.
Down at the Mouth.

A. Robinovitz, Chicago, Ill.
Taking In Auto Accessories.

M. B. Marston, Melrose, Mass.
A Bird of a Tool Kit.

Donald Tindall, Independence, Mo.
Good Hardware Goes a Long Way.

Hugh E. Wilson, Peekskill, N. Y.
Automat Desert.

Bettye E. Jennings, Howard City, Mich.
Disarmament without Conference.

Earl Toleman, Salem, N. Y.
Putting in an Assorted Line of Hardware.

Joanna Hocking, Mason, Mich.
Auto-intoxication.

Harry E. Coombs, Oyster Bay, L. I.
Auto-intoxication.

Roland E. Warner, New Haven, Conn.
A Fool and His Hardware Are Soon Parted.

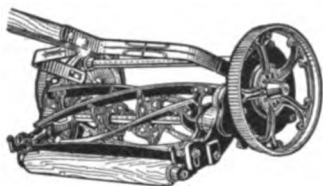
Raymond McDaniel, Admire, Kans.
A New Market for Good Hardware.

E. B. Watson, Jonesboro, N. C.
A Fool and His Tools Are Soon Parted.

E. J. Ruland, Erie, Pa.
A Tasty Display.

PENNSYLVANIA

Quality
LAWN MOWERS



Price Reduction

YOUR jobber is now prepared to quote next season's prices on Pennsylvania Quality Lawn Mowers.

These prices are guaranteed against any decline we may make prior to June 30, 1922.

Our price advances during the war were less than other makes, which may account for the very small number carried over by both the jobbing and retail trade.



This trade mark is on
the handles of:



*Pennsylvania Standard, high and
low wheel
Pennsylvania Junior Ball Bearing,
high and low wheel
Continental High Wheel
Great American Ball Bearing*

*Red Cloud Ball Bearing
Orchid Ball Bearing
Panama Plain Bearing
New Belmont Ball Bearing
Delta Ball Bearing
Electra*

A Good Kink in Selling Lumber

"**W**E instruct our men to quote a definite price on the exact amount of goods the customer needs rather than by the thousand feet," said a successful lumber dealer. "If Mr Brown wants to buy one stick of lumber he may come to us and inquire the price. We may tell him \$40 a thousand. He goes to our competitor who may quote \$35 a thousand. Then the \$5 sticks in his mind when actually the difference in price on the small amount he wanted to buy might be only a few cents. So it pays to quote a definite price on whatever is needed.

"If a customer wants to put in a maple floor, we tell him how much the lumber for the floor will be and not how much a thousand it is."

His Public Phone Makes Friends for Store

IF a man is downtown and wishes to telephone without running home he can walk to this hardware



This public phone brings good-will and business

store corner and make the call. Above the heads and reach of those mischievously inclined there is a door which when opened presents the telephone instrument to view.

It may not bring direct business to the dealer, for the hardware store is closed at times when the telephone is most needed, but it *does* make for good will and help to attract people to the display windows at the corner, to the right.

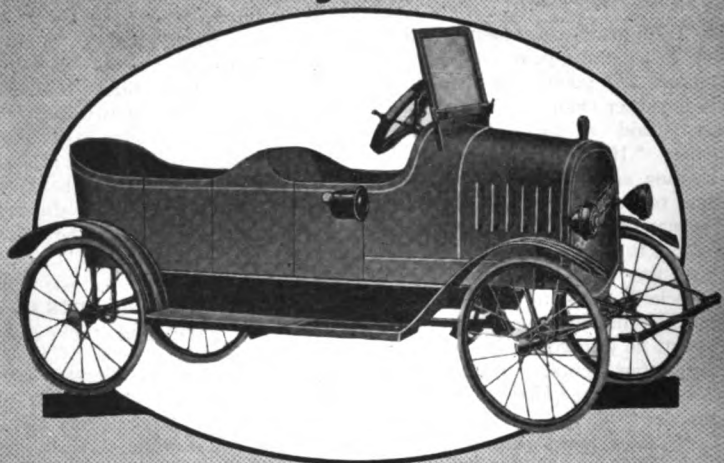
Ten Commandments of Finance

PROF. Charles W. Gerstenberg, director of the department of finance, New York University, gives ten rules to be followed by those who would be successful in retailstorekeeping. Heretheyareand it may be remarked that they are applicable to wholesalers and manufacturers, as well as to the retailer:

1. Don't engage in a new business until you have made a careful, unprejudiced estimate of its capital requirements and of its chances of making money.
2. Don't try to raise money until you have demonstrated your ability to use it.
3. Take all available means for acquiring all the capital you and your business can profitably use.
4. Don't engage in unprofitable side lines.
5. Don't count your profits until you've repaired your capital.
6. Keep your property on the firing line.
7. Keep enough cash on hand to meet emergencies and to seize opportunities.
8. Don't be penny wise and pound foolish.
9. Watch your investment eternally.
10. Know when to quit.

—*Printers' Ink.*

A line that you can tie to



JUVENILE VEHICLES *Built like fine Automobiles*

WHY shouldn't an automobile for a youngster be built as strongly in proportion as the car his father drives? It has to stand all kinds of hard knocks and a well-made automobile for the boy or girl is really the cheapest in the end.

The Dan Patch line is built in a factory managed by men who have been in the automobile business for years—men who believe that the foundation of a successful business is quality—the foundation for their business and for the merchants who handle their products.

The Dan Patch line comprises all kinds of children's vehicles from the little racer to the luxurious, upholstered, fully equipped car shown in the illustration. The Dan Patch line will cover all your needs. Makers also of the Dan Patch coaster wagon—strong where the ordinary wagon is weak.

Write for complete information on the Dan Patch line mentioning the name of your jobber.

THE DAN PATCH COMPANY

CONNERSVILLE, INDIANA, U. S. A.

How We Yanked a Lot of Dead Stock Off the Shelves and Made it Sell

With an illustration and description of a display table for small hardware, used by the author in the successful conduct of sales

By David M. Davies



SOME months ago it was the privilege of the writer to conduct sales for several merchants throughout the western states and Canada. Everywhere I went I found stocks of merchandise not moving.

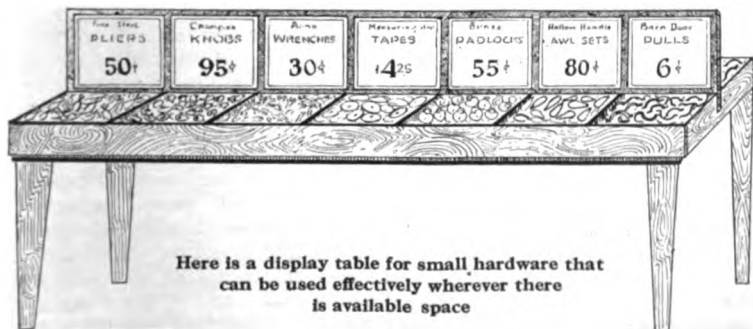
To me it seemed simple enough to understand why the stuff did not sell, and in four simple words this was the reason, *it was not displayed*. I recall a recent editorial in **GOOD HARDWARE** calling the readers' attention to the five-and-ten-cent store methods of displaying merchandise and, in my opinion, that sums up the whole trouble, and offers the remedy for this ailment of slow moving stocks.

To one merchant I showed a big mail-order catalog saying, "Can you see anything there that would sell the goods if it were not for those pictures? You will admit that the reading matter alone would not do it." Then I went on to tell him how much better chance he had, when he could show the article itself and back it up with his own personality and selling argument. My sales were a success in every store I visited and my whole bag of tricks, gentlemen, contained nothing but *display*.

Advertising the sale in a rather unusual way helped, of course, but

remember that the printed message only brought the people in and in many instances they were not actually "sold" before entering the store. It remained for displays to clinch the sale.

It amused me to have one merchant in northern Minnesota tell me upon my arrival there that he had a lot of graniteware that did not seem to sell at all. After looking around I said, "Where is this graniteware?" and pointing up toward the ceiling he showed me the graniteware reposing on a shelf so high up that I was reminded of the time that I



A Profitable Christmas Seller



Well Made—The Steady-Grip Tree Holder is made of steel, heavily enameled in black. The jaws are curved and sharpened so as to bite into the bark quickly. The feet are well rounded to prevent marring the floors.

Fits Any Tree—instantly, without adjustment. It utilizes the principle of leverage. The larger the tree, the tighter it grips. The weight of the tree causes the jaws of the holder to bite into the bark with a strong, steady grip.

Easy to Set Up—All that is necessary is to drive a nail into the bottom of the tree—insert the head of the nail through the hole in the rest plate and place the tree upright.

Prepare for Your Christmas Profits Now—Ask your jobber's salesman or write us for our illustrated folder showing this Profitable Christmas Seller.

WISCONSIN Metal Products Company

Dept. G. H. 10 Racine, Wis.

tried to see the top of the Woolworth building when I looked up there.

A lot of the merchandise that was sold during these sales was disposed of at the price that the owner had been asking in vain for many months, the only difference being that now it was displayed where people almost stumbled over it.

One of the first things I had to do was to design some sort of display table which would enable me to show a lot of different merchandise in a somewhat cramped space. In this issue of GOOD HARDWARE I am submitting a sketch of a display fixture which I used very successfully. The one in the illustration is divided into fourteen boxes or compartments, but can easily be made to carry more or less sections, as desired, and according to the space available. Several of these tables might be placed down the center of the store.

The most admirable feature is the framework for the signs, each sign slipping into place through a groove in the top of the frame work. The sign frame runs through the middle of the table thus dividing it and allowing merchandise to be placed in seven boxes on each side. Each card section accommodates a quarter sheet card eleven by fourteen inches, lettered on both sides, describing the articles carried in the boxes.

In this way each section can be changed without interfering with the next one. If preferred, a second shelf can be built below the table for displaying utensils, etc. Where there is sufficient floor space, a number of these aisle tables will be found profitable and attractive fixtures. Small parts, wrenches, pliers, padlocks, door knobs, casters, etc., will be found to move faster if shown where people can see and handle them, and where they can read the description and price.

FREE—an 85c can of Johnson's Prepared Wax with Every Polishing Brush You Buy

To introduce our new, handy, 7 lb. Weighted Floor Polishing Brush we offer to furnish hardware dealers, for a limited length of time, a No. 1 size can of Johnson's Prepared Wax with every brush they purchase.

We believe this new brush will largely increase the sale of Johnson's Prepared Wax for it greatly simplifies the waxing and polishing of floors. You can largely increase your Wax business by selling these brushes and giving a pound of Wax free with every brush you sell.

These brushes retail at \$3.00 each. Your discount is 25%. For the first time Wax users can purchase a fine, properly weighted floor polishing brush for \$3.00. This brush will last for years and save owners many times its cost. If you wish to advertise this proposition in your local newspapers we will furnish you with an electrotpe.

One dozen of these brushes and twelve cans of Wax packed ready for shipment weigh 120 lbs. Send us your order today for a dozen, or fill out and mail the attached coupon for further information.

S. C. JOHNSON & SON

Dept. GH. Racine, Wis.



Use This
Valuable
Coupon

S. C. JOHNSON & SON
Dept. GH10, Racine, Wis.

Please send us complete information on your new 7 lb. Weighted Polishing Brush and your proposition to furnish us a can of Wax to give away free with every brush we sell.

Name

Address

Jubber's Name

If people stop in front of your store just because there's a thermometer tacked up alongside the door, it's a cinch the window displays oughta be changed.

Uses Space under Windows to Display Goods

JUST before this photograph was taken a woman walked over to one of the roasting pans on display and examined it very carefully, then entered the store to come out in a few minutes with one of the pans wrapped in a neat package under her arm.

The Maxwell Hardware Company feels it was a wise move when the space under the windows that is wasted in most stores was made into shelves backed by white opaque glass and roomy enough for such articles as those shown in the picture. This space is used every day and timely merchandise is set out where it naturally tempts the passerby to walk over and investi-

gate. A good many of those who do investigate go into the store to buy.

How to Make Gummed Paper

GUMMED paper for use instead of twine in wrapping parcels can be made with little trouble. Take a large sheet of your wrapping paper and paint it with one coat of gum-arabic mucilage that any druggist will make up for you if you tell him what you want it for. When the gummed paper is dry, cut it in strips about one inch wide. It can then be cut in pieces about two or three inches long, or wound into rolls. The strips are drawn over a moistened sponge and are used effectively to fasten ends of the package.

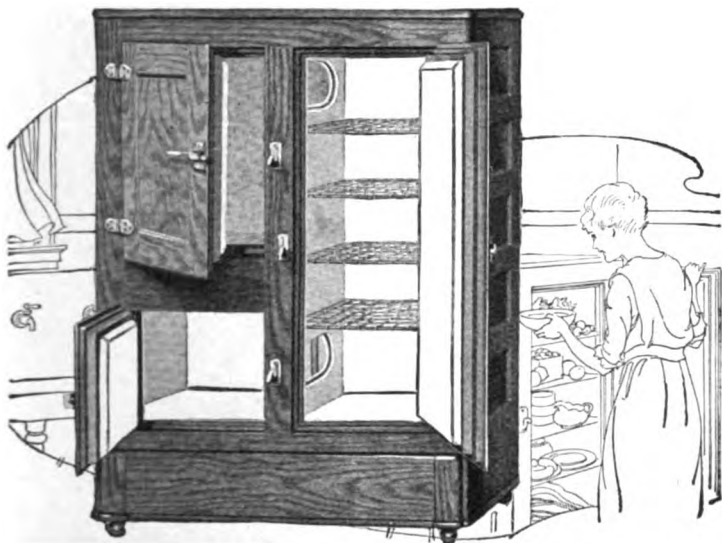
—*Cotton Yarns.*

The only hardware dealer who can collect money without effort is the one who is a deacon in some church.



The Maxwell Hardware Co. uses the waste space under the windows to display roasting pans effectively.

THE 40th LEONARD YEAR



Leonard CLEANABLE Refrigerator

"Like a Clean China Dish"

LET the Leonard aid in making 1922 your big refrigerator year. Profit by the Leonard's prestige and ever-growing popularity. Share in the benefits of our tremendous 1922 advertising campaign which will reach 10,000,000 homes.

Stock the Leonard and tell your trade about the one-piece porcelain food chamber, the rounded inside corners, the ten walls of insulation—the many other Leonard points of perfection.

Grand Rapids Refrigerator Company Grand Rapids, Mich.

Chicago Office and Salesroom
56 West Washington St.

New York Office and Salesroom
World's Tower Building
106-110-112 West Fortieth St.

Get Ready for the GREATEST Leonard Year

One out of every seven Refrigerators sold is made by Leonard.

Concentrate your efforts on this nationally advertised line of sure sellers. Standard sizes. Quick turnover.

We also make a standardized line of White Enamel and Galvanized Lined Refrigerators.

Our new catalog will be gladly sent you on request.



C. H. LEONARD

"MORCO"

Trade Mark Registered

STILLSON WRENCHES



Morco Stillson Wrenches

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to guages—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed.

MOORE DROP FORGING COMPANY.
SPRINGFIELD, MASS.

No Rolls Damaged In Delivery

ONE day when the delivery man of a certain store already had his truck full of furniture, he was asked to deliver a roll of linoleum. Unfortunately he laid it against the corner of a kitchen range. When he took it out of the truck it had a bad cut in it that lost the company over six dollars.



Arms like these on the side of the truck hold the linoleum in place

IN consequence the truck was equipped with three arms, as shown in the picture. Now the roll of linoleum or carpet is securely placed in the arms and it can't rub or break.

These arms are fastened to the underside of the car body so as to project out about twelve inches, and are turned up at the ends. They are covered with old carpet, and the linoleum is fastened in place with straps. Now there are no more floor coverings damaged in delivery.

An arrangement of this kind may be very easily placed on your truck and save you money.

Meter-Readers Catch Hardware Prospects

WHEN a new family comes to his town, a hardware merchant in Ohio knows about it

within a few hours. He has built up a friendship among the readers of the water meters of the city—the men who are sent out to turn on the water when a new family comes into a home.

It is an agreeable surprise to the new family to find a hardware delivery man at the house as soon as its household goods are unloaded. And, being on the job, the hardware man learns what happened to the old ice box; how disappointed the wife is that the linoleum from the other house will not fit the kitchen; that the wrench was forgotten by the packers; that the railway folks ruined the lawnmower; that the old kitchen range was not worth shipping; and any other facts brought out by well-conducted conversation.

And he is right there ready to take orders for prompt delivery of what the new residents need.

Use Menu Cards With Your Advertising

THE problem of every business man is to find a way to insure the continued use of his advertising matter.

An excellent method is to print advertising on 3 x 5 inch cards, with your advertisement on one side and a cooking recipe on the other side. The cooking recipe should be the favorite recipe of one of your women customers and should be headed, "Mrs. Jackson's Orange Cake Recipe," etc. and should be signed by her. On the other side, feature an article on your store or give a store talk

about new plans, new goods, etc.

Each card should state that different recipes will be issued by you from week to week and should suggest that the cards be kept and filed in alphabetical order, thus constituting a card index of recipes by housewives in your town.

If you can so arrange to prepare your advertising copy a month ahead of time, thus printing four cards together, the cost of this idea can be kept down. Wrap one of the cards with each purchase.

Such a card recipe idea has more worth, of course, in a city or town where the housewives have a large acquaintance and are generally famed for a favorite dish or beverage which they serve when they entertain. A politely spoken or written request will obtain the copy for these recipes from these women.

No Receipts Needed With These Statements

WHEN a customer of the Pasadena Hardware Co., Pasadena, California, comes in to pay an account, no receipt or memorandum need be made out to cover the transaction to assure the firm that the credit will get on to the books.

Monthly statements are perforated at the top under the name, address, date and amount. When the customer presents his statement, the top portion referred to is torn off and the lower part stamped "PAID" and handed back to him. The upper part is retained for the use of the bookkeeper. No time is required to make out a memorandum and there is no chance for the transaction to be forgotten.

If the cash is over or under the correct amount, a checking up of the stubs catches the error.

<p>AMMUNITION GUNS & FISHING TACKLE TENNIS, ATHLETIC GOODS HARNESS, COATS AND SHOES THERMOS BOTTLES REFRIGERATORS DOMESTIC GAS RANGES</p>		<p>Paradene Hardware Company 66-78 WEST COLORADO ST. BUILDERS' AND HOUSE-FURNISHING HARDWARE GAS HEATING STOVES AND FURNACES CUTLERY</p>		<p>AGRICULTURAL IMPLEMENT GARDENING TOOLS LAWN MOWERS SPRINKLERS AND ROSES FIRELESS COOKING MACHINERY & CARPENTRY TOOLS</p>	
<p>SOLD TO <u>Peter E. Mandelshon,</u></p>					
<p>PARADENE, CAL. <u>MARCH 1, 1921</u> ADDRESS <u>75643 West Oaks Bvd.</u></p>					
<p>TERMS (AMOUNT PAYABLE FIRST OF MONTH FOLLOWING DATE OF PURCHASE) INTEREST CHARGES ON ALL OVERDUE ACCOUNTS. REMIT THIS AMOUNT DETACH HERE AND RETURN WITH YOUR CHECK <u>\$43.25</u></p>					
<p>PARADENE HARDWARE COMPANY 66-78 WEST COLORADO ST., PARADENE, CAL. PHONE KITCHMAN 4000 - CARRYING ALL DEPARTMENTS IT IS NECESSARY TO EXCHANGE STATEMENTS IN A REGULAR FASHION TO BE IN ORDER TO BE OF ANY USE</p>					
DAY	MONTH	ARTICLES	CHARGES	CREDITS	BALANCE
3	1	Lawn mower	19.25		
11	1/2	37 Hinged A1	75		
20	27	44 36 netting	3.70		
20		cash		26.00	
20	1	Refuge	52.00		
27		cash		6.00	43.25

The top part of this statement is torn off and retained by the bookkeeper; the lower part, stamped "paid" is returned to the customer

Sherwood "Steeroplanes"



The Perfect Non-Skid Steering Sled



RESPONDS instantly to the slightest pressure on the steering arm because of a strong *double leverage control* that *utilizes the full length flexibility* of the long steel runners. The latter are *grooved to promote speed* and to make *the shortest turn without skidding*, holding the sled true to its course over snow or ice. Light, durable and beautifully finished to appeal on sight to every lover of winter sports.

BUILT IN SIX SIZES

Improved Sherwood "Auto Bob"



The new 1921 sport model. *Oscillating front and rear bobs* and heavy *grooved runners*.

BUILT IN TWO SIZES

Sherwood "Junior"

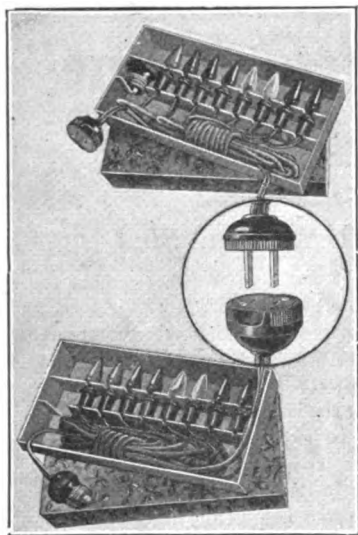


For the little tots.

One size only.

Write Your Jobber or the Factory for New Price List

Sherwood Bros. Mfg. Co., Inc. Canastota, N. Y.



A New Idea In Xmas Tree Lighting Outfit

The USALITE Unit Outfit for Xmas Tree lighting comes in one size only—8 lights. If you want 16 lights—2 sets can be quickly put together—and so on up to any number. *You carry only one size in stock.*

Each set is equipped with a standard approved Unit Connector made of heat resisting composition. **Absolutely safe—no shocks or short circuits—no exposed contacts.**

With a minimum stock there is no loss of sales as you can always make up a set of any size. One size only means quicker turn over—your profit is large and sure.

Look into the USALITE proposition. Write for information.

United States Electric Mfg. Co.

476 Broadway, New York, N. Y.
212 W. Austin Avenue, Chicago, Ill.

USALITE
TRADE MARK

"Don't Say It—Write It"

(Continued from page 13)

he can keep track of all suggestions and can determine the amount of interest which employes are showing in the business.

The manager keeps a duplicate copy of each suggestion submitted, and from time to time he runs through them and sends the duplicate to the head of the department with a notation asking whether the suggestion has been carried out. If it has, the department head stamps the copy and sends it back; if it hasn't, the duplicate serves as a reminder.

The second form is the "bulletin." This is 8¼ by 10¼ inches and is printed on white paper. It is used for posting rules, regulations or changes to take immediate effect in the department to which it is sent. The name of the department appears at the top. Below are printed numbers ranging from 1 to 150. Each number represents an employe and as soon as he or she has read the bulletin, the number is checked off.

Bulletins are posted in the departments by 8 o'clock each morning. Employes are supposed to read them as soon as they appear and to follow out the orders. In the case of price changes, the heads of the departments enter such changes in their price-books immediately. Oral announcements of changes in rules are often misunderstood or not handed along to all employes, but with the bulletin service, each one can be held directly responsible.

The next form, the "requisition blank" which is the same size as the bulletin and printed on yellow paper, is used by the retail department for making requisitions for stock. The stock of the Edwards and Chamberlin store is thoroughly departmentized and a competent salesman is responsible for the

THE McCASKEY WAY

SALES PADS ARE MADE AND SOLD ONLY BY
"ONE WRITING"



The Index Tells Where
You Find it Instantly



McCASKEY
"ONE WRITING"

IN YOUR OWN LIGHT?

THERE'S a way out!

Close to 300,000 merchants and dealers in every line of business are wondering how they ever got along without the "One Writing" method of collecting outstanding accounts and of saving the waste in time and money which cut the profits of their business.

They were in their own light. Hear them:

"It took me a long time to 'see the light' but I finally bought—nothing could influence me to part with my McCaskey Registers."

"I thought your salesman a pest but now I am glad that he was, for it (The McCaskey System) saves me a month's time in a year."

"It took your representative about ten years to talk us into buying the System and now it would take a hundred years to talk us into something else."

Be one of over a quarter million who "Find it a pleasure to do a credit business the McCaskey way." A card to Alliance will bring you full details. Do it NOW!

McCASKEY REGISTER COMPANY, Alliance, Ohio

"Plaphone—600"

Patent
Applied
For



Plaphone—600

*It's on the "JOY LINE"
Mr. Hardware Dealer!*

Connect with this Live Wire if you wish to please the Kiddies and handle a Winner.

See this new original Bell Toy and others at our agents or write Dept. G for catalog 202.

SEND FOR SAMPLE

**The Gong Bell
Mfg. Co.**

East Hampton, Conn.

*Bell and Toy Makers for
over 50 years*

stock in each department. It is his duty to see that his stock is well kept and that there is a sufficient amount on hand to meet all possible demands. It is a rule that the salesman go over one fifth of his stock daily, except Saturday.

Each day he fills out a requisition blank for whatever he needs and this is handed to the stock clerk. The goods can then be delivered to the department the following morning so that the salesman may have them put away on the shelves before business gets brisk. As soon as the goods have been delivered, the form is sent to the accounting department where the goods are charged.

On the fourth form, the "stock report," is made out a daily report of all stock that is out or getting low. It goes to the buying department. When the buyer receives one of these forms, he knows immediately that stock is needed and he gets busy.

Salesmen are instructed when customers price merchandise having a value of \$5.00 or more but do not buy, not to let this lead get away from them. For such cases the "prospect" form is provided. On this the salesman enters his name, the date, name and address of prospect, name of article, how information was obtained and any further remarks that may help in closing the sale. As soon as it is filled out, the form is turned over to the manager and followed up by the advertising department or by an outside salesman.

The number of prospects thus turned in are bulletined each month and in this way the management can tell which salesmen are showing the greatest interest.

Another important form is the "sold slip" on which is recorded the sale of every article over \$5.00, together with the name of the salesman, the date, the name of



And now—a Night Shift for the New Improved Gillette

Patented January 13th 1920

THOUSANDS of men bought the New Improved Gillette within twenty-four hours after it had been released for sale.

But with all their faith in Gillette, probably not one would have predicted the call for *night-shift production*.

A jump from nothing to the 500,000 mark in less than six months. A demand that knows no limitation of class or type of man—no boundaries of nation or race.

In all the previous history of invention, nothing like this public interest, public discussion and public desire to *buy and use*. Nothing like the public acknowledgement of definite improvement.

A *night shift* is now working to *capacity* in the Gillette Factories.

Doubled production. Whatever the temporary shortage, no man *anywhere in the world* need wait long to benefit by the New Improved Gillette.

Important about the New Improved Gillette— A Word about the Blades

One of the first things to strike the user of the New Improved Gillette is its simplicity.

Most men prefer to screw the handle up *tight* to get the most satisfactory shave.

Gillette deems it proper to ask the public to use Gillette Blades *only*

in *genuine* Gillette Razors.

The Gillette Blade and Gillette Razor are developed to *work together*. No Gillette Blade can deliver its full shaving quality unless used in a *genuine* Gillette Razor—built by Gillette, in the Gillette way and up to Gillette standards.



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known for years—but now your blades can give you *all* the luxury of the finest shaving edge in the world.

A shaving edge guarded from the face, *but free to the beard*. Identify the New Improved Gillette by its

*Fulcrum Shoulder
Overhanging Cap
Channelled Guard
Micrometric
Precision
Automatic*

*Adjustment
Diamond Knurled
Handle*

Diamond Trade-mark on Guard

*Finer Shave—
Longer Service
More Shaves
from Your Blades
In SILVER and
GOLD*

*Shaving Sets and
Traveler Outfits*

\$5 to \$75

GILLETTE SAFETY RAZOR CO.
Boston, U. S. A.

The New

Improved

Gillette SAFETY RAZOR

CADILLAC

ELECTRIC VACUUM CLEANER

A $\frac{1}{5}$ H. P.
MOTOR

is only one of many superior
mechanical features of the



CADILLAC

Its over-size motor gives the CADILLAC the power which enables it to get all the dirt. The CADILLAC motor is built entirely in our own plant and is designed for one purpose only and that is for CADILLAC ELECTRIC VACUUM CLEANERS.

The fan is of special construction designed to eliminate that objectionable noise.

The revolving carpet sweeper brush is friction driven. No belts, chains, or gears to give trouble.

The CADILLAC is backed by twelve years of manufacturing experience, is nationally advertised, and dealers find it easy to sell. Send for our proposition.

CLEMENTS MFG. CO.

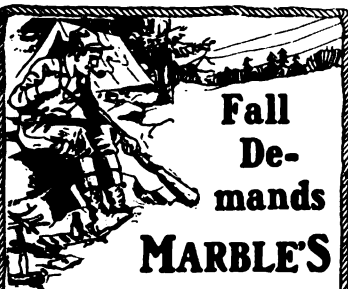
610 Fulton St., Chicago, Ill.

*Canadian Factory: 78 Duchess St.
Toronto, Ontario*

the customer and his address. This slip is checked against the prospect list. When the sold slip comes in, the prospect slip is removed and the two pasted together with the backs toward each other and filed away for future reference. This sold slip may also be used in sending out letters thanking the customer for the business and expressing the wish that the article purchased will give satisfaction.

The seventh form is the "defective goods" tag which looks like a common shipping tag. It is filled out whenever an article is returned as defective with the name of article, the manufacturer's number, the nature of the defect and by whom the article was returned. The tag is fastened to the article and must be o.k.'d by the manager before replacement or credit is allowed. If the defect is the fault of the manufacturer, it is charged back to him. If it has been caused by rough handling by the railroad, a claim is filed for damages and the claim number entered on the tag. Any additional information is entered on the reverse side. These tags are filed and kept for future reference.

The last form is the "service" tag which is used as a record for all articles returned for repair. The Edwards and Chamberlin Company do not maintain a service department for general work except in connection with their own business. When an article is returned for repairs, a service tag is filled out with the clerk's number, the date, the hour, by whom the article was left, the repairs required, also the date promised and whether it is to be called for or delivered. The workman makes his shop report on the bottom of the card, showing the amount of labor and material used for the repair job. This tag is o.k.'d by the shop foreman and is then kept as a permanent record by the store.



Outing Equipment

Be ready with Marble's axes, knives, gun sights, cleaners, etc. Marble's goods sold by all first class jobbers—if your jobber can't supply you order direct. Prices are list—liberal discounts.

Field Cleaner

Softest brass gauze washers on steel wire, thoroly clean without injuring finest rifle. Heavy cord, with weight—cleaner attaches to any standard rod. List price \$1.00. *Marble's Shotgun Pull Thru* made same as Field Cleaner. List price \$1.25.



Sheard Gold Bead Front Sight

Shows up well in dark timber—will not blur. For nearly all sporting and military rifles, revolvers, etc. List price, \$1.65.



V-M Front Sight



Aim directly at point of impact—object aimed at is not covered up—face and lining Pope's Island Gold. List price \$1.65.

MARBLE ARMS & MFG. CO.

533 Delta Ave. Gladstone, Mich.

Mail Order Competition Stifled!



Heekin Cans

when beautifully lithographed with the dealer's name and address provide an irresistible advertisement constantly before the housewife.

Thus HEEKIN CANS become his personal advertising "catalog" promoting the popularity of his product. Sold to the housewife, mind you—not given away.

Write for Sample

**THE HEEKIN
CAN CO.**
Sixth and New Sts.
Cincinnati, O.

Makes Real Money Selling Electrical Goods

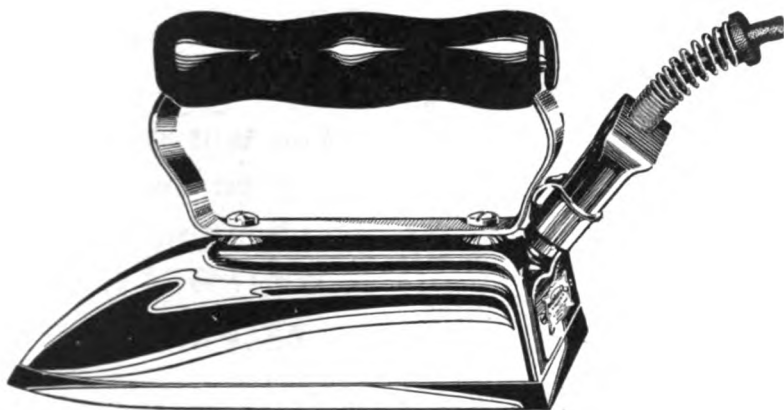
(Continued from page 16)

ing towns selling families in his city and also as competitors in the shape of electrical contractor-dealers broadened their sales efforts.

Like most hardware men, Speed's first efforts at selling these larger specialties paralleled his methods of disposing of his hardware lines. But he found at inventory time that he had not turned his stock as he should. His specialty business showed a loss. And he immediately set about learning the reasons why.

He visited progressive electrical shops, lighting companies in some of the larger cities; he got in touch with electrical organizations, interviewed electrical manufacturers and jobbers and then he saw the light. He had been waiting for business to come in, and it wouldn't come. He would have to go after it. He had always sold on a cash basis. This had restricted his sales. He harked back to the time when sewing machines were first sold—to the way they are sold even today, when Mr. Salesman, or canvasser took his flivver out and his sewing-machine on behind, and called on Mrs. Housewife in her home. He learned how some merchants had sold farm wagons—right out on the farm. He learned that it was not disgraceful, or undignified to call on a prospect, to make a demonstration and take an order in the front parlor. All this he learned—and more.

"Early in the game," said he, "I found that I would have to learn to keep house, to wash, clean, sew and even cook electrically. Yes, surprising as it may seem, I found that when I, a mere man, could step into a prospect's laundry, sort out the washing, put it through the washer, wring it (not forgetting the blueing and so on) and then show the lady prospect how to iron it electrically, I made a hit, and likewise a sale.



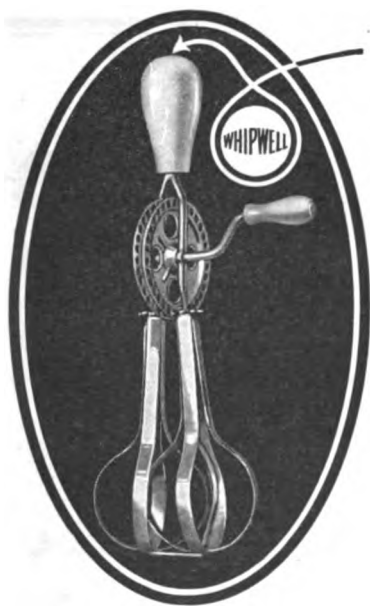
Sunbeam
The Quality Hand Iron

The best electric iron
being made today

Famed for its wonderful service

*We back dealers with sales helps
of exclusive quality*

CHICAGO FLEXIBLE SHAFT COMPANY
5614 Roosevelt Road, Chicago, Ill.
30 Years Making Quality Products



Look for this Trade Mark

You Will Find
it on the
**Genuine
WHIPWELL
Eggbeater**

An Eggbeater with a Name and a Reputation

The Whipwell Eggbeater took hold as soon as it was put on the market. Merchants who stocked the Whipwell soon began to report that women came into the store and asked for "that new eggbeater with the white

handle." Now they are asking for it by the name—**WHIPWELL.**

We have put our trademark on the end of the handle. Look for it! It means you are getting the genuine article.

Selling Points

1. White handle—sanitary—easy to hold.
2. One-piece wire frame gives strength and lightness.
3. Bearing that insures smooth operation.

4. Cogs cannot get jammed. Blades cannot become loosened from cogs.
5. Eight blades—cuts work of beating eggs or cream in two.

Order from your Jobber. If he cannot supply the Whipwell, write direct to us mentioning Jobber's name

C. H. & E. S. GOLDBERG
585 Hudson Street, New York

Agents for the Coast: RICE-HITT CO., 709 Mission St., San Francisco, Cal.

"One time I advertised that I would come out with my new washer and wash any family's entire wash free of charge, paying for any clothes I damaged. I was kept darned busy I tell you. But I sold fifteen washers that week. Demonstration did it. Delivery to the home, demonstration in the home, and terms made easy for those who couldn't pay cash.

"While I'm on the subject," he continued, growing interested, "let me give you a suggestion; watch this question of delivery. That's the big thing that ate up some of my profits. I didn't know—the manufacturer's salesman didn't tell me—that it took two men to load, unload and handle that washer. I found it out after I'd busted a machine and nearly fractured my fool neck trying to do it alone. Later, I got a machine that I could handle alone, a one-man washer.

"You must watch deliveries. You don't want to deliver a new machine to a doubtful prospect, have her use it and throw it back on your hands. I know a family that bought a vacuum cleaner on time, paid \$5.00 down and sent their big son out with the cleaner, cleaning for the whole neighborhood at fifty cents an hour. They made about \$30 with that cleaner and then had the nerve to return it, saying they could not meet the payments and wanted to have a refund. No, I never deliver a washer until I'm 'certain-sure' I have a live prospect. And I try to double up on deliveries; by putting off a delivery a day, or juggling it around, I've been able to save several dollars per delivery, all of which helps in the long run.

"I think a woman really makes the best demonstrator. But it all depends upon the woman. I tried out the pretty girl type and they all fizzled badly. I got an elderly lady but she was too fussy. The woman I have now is a young domestic science teacher. And I have her go



Why a Kester Solder Sale means a succession of repeat orders

Solder business grows fast when you sell a solder of which you can truthfully say "all you need is this solder and heat—no flux!"

There is just one such solder—



The drawing above tells the simple story of soldering without separate fluxing. The scientifically prepared acid flux is contained in small pockets located at the center of the genuine tin-and-lead wire. Just before the solder is melted the flux is released—result: exactly the right amount of flux at the right time, producing a hold-fast bond every time.

You'll know why every Kester sale brings repeat orders when you try a free sample of this solder. Just send the coupon. When you see "self-fluxing" cuts soldering time in half, you'll decide to let this better Solder build a profitable solder business for you. Sold in one lb. cartons and on one five and ten lb. spools.

CHICAGO SOLDER COMPANY

4213 Wrightwood Ave., Chicago
Direct Factory Representatives: The Faucette-Huston Co., Chattanooga, Tenn. Louis J. Zeisel Co., 216½ Market St., San Francisco.



CHICAGO SOLDER CO., G. H. 10-21
Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

Name _____
Company _____
Address _____
City _____ State _____
Our Supply House is _____

DO YOU CARRY IT?

Roberts Lightning Beater and Mixer

Are your customers buying it from some other dealer in response to the manufacturer's advertising? Or are you carrying it and keeping it on display so that you will get these sales? The magazine advertising says "your dealer carries it."



Retail Prices:

Quart size \$1.25,
Pint 90c.

Far West and South:

Quart \$1.40,
Pint \$1.00

The Roberts Lightning Mixer is carried in stock by the following jobbers—

Albany Hardware & Iron Co.
Albany, N. Y.

Bigelow & Dowse Co.
Boston, Mass. and Springfield, Mass.

The Heyman-Weil Co.
720 to 724 Mission St.
San Francisco, Cal.

Rehm Hardware Co.
Blue Island Ave. and 15th St.
Chicago, Ill.

Seattle Hardware Co.
Seattle, Washington

MANUFACTURED BY

NATIONAL COMPANY

Cambridge Station 39
BOSTON, MASS.

We also make the *Dancing Toys* for Phonographs called, *Ragtime Rastus*, *Boxing Darkies*, and the latest *Jazz Dancer*, called *Shimmandy*.

We also make the *Dorsey Aluminum Milk Bottle Cover* and *Victrolene Auto and Furniture Polish*.

Circulars and prices sent on request. They are all good selling specialties.

around and call on all the old customers regularly to see how the machine is working. That is, she is supposed to see how they like it, but in reality she is to sell goods. She does it, too. It is too hard for her to ring doorbells, but she can get along with every customer, and she can just chat them right out of their money for other specialties. And she makes a corking good adjuster. She's a diplomat. She attends to all complaints and kicks. I had to send her to the factory to get the 'how and why' of cleaner and washer construction, but she does the trick. Now I've got her giving lectures, free, on certain evenings at socials, clubs, gatherings and even at the store. She works with lighting company men. She helps suggest better lighting and I have taken orders for fixture installations which I had to turn over to the local fixture house. But they reciprocate.

"How do you handle financing—that is, time-payment sales," I inquired.

"Well, that was a problem, at first. On cleaners, the manufacturer had a plan that took care of my paper, through my jobber. But I had to go over to a bank over at D—in order to take care of such trade. And this wasn't very profitable, at least, not at first. When the amount of the sale ran up, as sometimes it did, I made money, otherwise the bookkeeping was too costly. The ideal way is for the lighting company to take over the charge and apply the amount monthly on the light bill. But this cuts you out of having the folks come into your store to make payments. And I want as many people coming in as I can have. I want the full store—even if I can't have it.

"At first I took people's word for it that they would pay at certain times. Then I tried a contract form, a sort of lien on the goods. I came near adopting a mortgage form such



Who Makes the BEST Nail Puller?

We won't answer the question. We are in the nail puller business. But thousands of users of nail pullers have shown what they think about it by ordering Morrill's whenever they need a tool that will pull nails quickly and with little effort.

You get a straight arm pull on the Morrill. You can't hurt your hand—the guard above the handle prevents that. You can use it as hard as you like and it will still stand up.

No springs to get out of order—the ball on the foot keeps it in place. Special bearing prevents the jaws from spreading. Pulls nails out straight and with very little work.

The Morrill Nail Puller, like all Morrill products is a quality tool and is made for the merchant who believes that quality builds confidence and business and for the user who knows that the best is the cheapest in the long run.

Order Morrill tools from your jobber

CHAS. MORRILL NEW YORK

Other Morrill Products

SAW SETS

For all kinds of saws.
Famous for over 40 years.

BENCH STOP

Every wood working shop
needs one. Adjustable—
lasts a lifetime.

ALSO

Liquid Soap Dispensers,
lead seal presses, metal
and paper punches.



The Duo Lather Brush

Companion "Tool" to the Safety Razor

- it saves six operations
- it prevents cream waste
- it eliminates two or three other "tools"
- it is the only 100% *Sanitary Brush made.*

THE DUO is absolutely "Foolproof"—Just a slight turn of the handle and enough cream for one shave (and one only) is mechanically fed into the bristles from the vacuum-sealed collapsible tube in the handle. Dip in water, apply to face and a smooth, rich lather in less time than it takes to tell.

**Each and Every DUO is
Guaranteed for Five Years**

DUO Re-Fill Tubes sell for 25 cents. Re-Fills may be had in a choice of four well-known, advertised brands of shaving creams. Each Re-Fill contains enough cream to last the average man two months.

IN Twenty Million Homes this Christmas, as in the past approximately eighty million people will be faced with the annual problem—"What to Buy for Him?"

A Christmas Gift must be practical, novel, attractive and of utmost importance—it must come within the "Gift Price." The biggest selling gift is one which depends upon mechanism for operation. It has been proven that \$5.00 is the most popular price paid for a Christmas Gift.

To give a DUO is to give the one thing that a man does not already possess.

Each DUO Brush is packed in an individual box which is die-stamped in black and gold; lined with red satin, the lid is heavily padded and pleated, and imprinted in gold leaf.

In a hundred cities, the DUO is producing quick, profitable \$5.00

sales in such volume as to warrant its being featured in window-displays and special counter demonstrations during the coming *Holiday Season*.

Buy Through Your Own Jobber

Place orders through your regular jobber, or if he does not yet have his stock of DUO brushes, order direct from the factory mentioning your jobber's name.

Place Christmas Orders Now

Immediate delivery guaranteed. Protect yourself against the inevitable *Holiday Rush*.

Dealer Helps — Sales Literature

De Luxe Brush Co. Philadelphia, U. S. A.

Free Brushes Premium Coupons

FREE! With each half dozen DUO Brushes one coupon entitling the dealer to three extra Re-Fills.

FREE! With each dozen DUO Brushes five coupons entitling the dealer to one \$5.00 DUO Brush.

NEEDLE VALVE IN
HOLLOW FEED TUBE

RUBBER SETTING

BRUSH END DETACHABLE

HOLLOW FEED TUBE

COLLAPSIBLE CREAM
CARTRIDGE

DUO
LATHER BRUSH





*"They're the Best rules made
—I've carried mine for many a year"*

STANLEY

"ZIG ZAG" RULES

**STRONG, ACCURATE and LEGIBLE—
will stand up under the hardest usage**

*Have you a copy of our Tool Catalog No. 20?
If so,—you will find Stanley Rules on Pages
6 to 21. If you haven't a copy of this
book, we will be pleased to send you one.*

THE STANLEY RULE & LEVEL PLANT.
THE STANLEY WORKS
NEW BRITAIN, CONN. U.S.A.



as installment furniture people use, but I'm glad I didn't. My jobber showed me the best plan. It's too detailed to give you here, but many electrical jobbers or manufacturers will arrange to finance your accounts for you if they are getting all your business. And particularly, those manufacturers who make several specialties, or a complete line, have arrangements for financing their customer's paper.

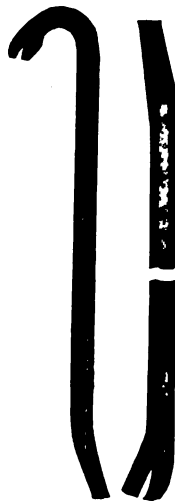
"Frequently arrangements can be made with a local bank to take the paper, either in the form of notes, or acceptances and the reputable retailer need have little fear on this score when he goes in for merchandising. Of course the best business is the cash business, but that is not the volume business, especially at this time.

"There's another thing," he said, "if you're using crews to sell, you've got to be mighty careful how they sign up your trade. Regular forms should be used, and they ought to make reports of all calls, demonstrations, machines placed, payments and so on. There are too many misunderstandings in such selling. Some men sell a woman against her will, and when her husband is consulted he blows up and the machine is thrown back on your hands. And second-hand machines are a drug. I get rid of demonstrators (washers and like specialties) in two special sales in August and January. I just lump the stuff together and put a very low price on it, guaranteeing that it will do the work, etc. Usually that moves the stuff.

"You can tie up an awful lot of money in payments if you don't watch out. Another thing, I always add 10% to the cash price for all 'time' sales. In short, I give a discount for cash. I sell at the list; I've found that there is no standard of prices in washing machines or other apparatus. Women don't know just how much

Quikwerk
TOOLS

Carpenters' Wrecking Bars



*For prying, ripping,
nail-pulling, wreck-
ing, box opening. 12"
to 36" long.*

QUIKWERK Tools are known far and wide for splendid service. The name Quikwerk on any tool will always be an assurance of quality—a guarantee from people who know how to make good tools, and know that it pays to make them.

*Ask your jobber for
Quikwerk Tools*

**THE WARREN TOOL
& FORGE CO.
264 GRISWOLD ST.
WARREN, O.**



Increase Your Sales of Garden Tools

The Magic Combination Spring tooth Weeder Hoe always catches the eye of the gardener. If you display it—folks will buy it. It sells quickly. Just the thing people have been looking for.

The Magic Weeder Hoe

is made in 9 styles—short and long handles—popular prices. Light in weight — strongly constructed — great labor saver.

Order a stock of Magic Weeder Hoes from your jobber. If he does not handle the line write direct for information.

The
F. H. Reichard
Mfg. Co.
Bangor, Pa.



Style "H"
Does the work
with half the
labor.

they should pay for washers. They know in a general way especially if their neighbors have such goods. But they don't know generally about the difference between galvanized and copper washers, and so on. You've got to explain carefully. In selling cleaners, for instance, most salesmen sell the cleaner without the attachments, thus cutting off some ten dollars from the sale. I try to sell every cleaner with the attachments. And they pay me for any accommodation in the way of credit. They expect to, I find.

"Servicing? Well, that depends upon the lines you sell, how well you demonstrate them and sell them and the terms. Lots of people claim a machine is no good when they can't make the payments. You've got to watch out how and to whom you sell. It does not pay to overload a person. And it does pay to keep in touch with customers. I call up on the telephone four old customers every day, and I require Miss — to do likewise. I also call up five prospects—people I've never sold, as does she. I use the telephone a lot in adjusting things, but it is best to be able to go right to the house.

"Make the demonstration right, thorough, complete. Call for a week or two after they've started with the machine. Chat with 'em a bit. Get friendly. Make good anything that is wrong. Remember every machine well placed ought to sell you three like it to neighbors and loads of other merchandise. Most merchants shoot all over the place. I concentrate my sales in localities. See that map of the city?"—pointing to a large scale map of his city dotted with pins of various colors—"well, that's my sales map.

"Every white tack means a washer placed; every red a cleaner; every black a sewing machine and so on. I get one sale, then I work that territory hard. I offer a customer inducements to give me names of neighbors and friends,

COLUMBIAN *Tape-Marked*

**What the Columbian Red, White and Blue
Tape-Marker means to you and
Your Rope Customers**



LET us suppose your customer has a precarious job on hand and wants you to guarantee the cordage he buys for it.

Ordinarily you would have to go rather slow, but with **Columbian Tape-Marked Pure Manila Rope** just show him the red, white and blue **Tape-Marker** that guarantees the quality of fibre, strength, durability and service of every foot of Columbian Pure Manila Rope—you will find it is just what he wants and needs—a guaranteed rope in which he can place absolute confidence.

MR. DEALER—boost your sales with Columbian—if your jobber cannot supply you write us.

BY INVITATION
MEMBER OF



NEW YORK, U.S.A.

Columbian Rope Company

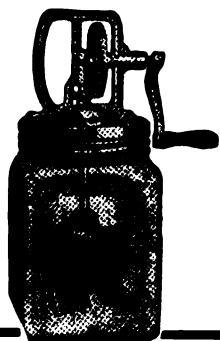
432-80 Genesee St.

Auburn, N. Y.

The Cordage City

Houston New York Chicago Boston Baltimore

**Pure—
Manila ROPE**



The Churns

for you and for your customers. The Banner (below), an all metal churn that is striding rapidly into popularity. Above is a Standard Glass Churn—the kind that has been giving satisfaction for years.

Sell the line with 40 years experience back of it.

The Standard Churn Company

Wapakoneta, Ohio

Makers also of Glass, Sunken Lid Dash and Barrel Churns



Then I call, or telephone them. I send them literature and my advertising. It takes time, but I get them, sooner or later. Servants talk over the back fence; housewives gossip at the club. Women are proud to have the newest and best things. I trade on this. It means more demonstrations, more sales . . . profits.

"No, I tell you, Woolley, advise all your retailer friends to take up these four problems and solve them one after the other. Other retailers have done it. Find them out; see how they do it; consult with manufacturers and jobbers. Don't let your retail friends sit back and wait for things to happen. Let them believe, like Napoleon, in *creating* opportunities. Success will be theirs."

Puts up Many Items in Packages

DULL days are utilized to good effect by one hardware merchant by having the clerks put up in packages of the most salable sizes the various lines usually sold from bulk, such as nails, kalsomine, whitening, yellow ochre, paint, lubricating oils, etc. Cartons bearing some good advertising for the hardware store are used for nails and bulk colors. Bottles are used for the oils in quantities varying from pints to quarter pints and quarter, half gallon and gallon cans used for large quantities. These packages are then neatly arranged on shelves within easy reach. Rope has also been put up in handy form for quick service in 24, 50, 75 and 100 ft. lengths. This merchant states that this practice has helped wonderfully in giving rapid service during the rush.

—Hardware and Metal.

Be considerate with your old employees. A new broom may sweep clean but it raises an awful lot of dust.

There is a Demand for Hercules Cold Soder

THE METAL MENDER

Our
National
Advertising
is taking
care of
that



HUNDREDS of new dealers are buying Hercules Cold Soder because it is profitable, sells quickly and repeats often. We absolutely guarantee its merit as a metal mender.

Write us or your Jobber today

Hercules Products Co.

Council Bluffs, Iowa, U. S. A.

From Maine to California



Monarch Washboards Are Giving Satisfaction

The Monarch line of washboards is successfully meeting the demand in every part of the country. No matter what kind of washboard is called for by your customers, you can find it in the Monarch line.

MONARCH
TRADE MARK
WASHBOARDS

carry a positive guarantee of service. They stand up in service and make friends for your store.

Order through your jobber. If he does not handle the Monarch line write direct and we will tell you the nearest jobber who does.

THE MONARCH MFG. CO.
Tiffin, Ohio



The Wife Takes the Stand

(Continued from page 22)

Many housewives do not know that most varnish dealers handle a silver lacquer which, if applied to larger pieces such as cake-baskets, photo frames, etc., will form a thin invisible coating and will save much tiresome polishing. Where hardware stores handle considerable silver, these bits of information may help.

Keeping the Refrigerator Sweet

I know a hardware dealer who realizes that unpleasant odors may cling to the best-regulated refrigerators. Hence, every time he sells one he impresses it upon the purchaser that she ought to keep on one of the upper shelves a small dish of powdered charcoal, renewed once a week. This will absorb all odors.

Any housekeeper who does not know it already, will be delighted to learn that new tinware rubbed with lard and then heated, will never rust; and that an aluminum coffee pot if boiled out with borax-water will regain its original shiny interior.

To clean an enameled bath tub, wipe dry and go over it with a cloth dipped in turpentine and salt; then wash with clean warm water and dry. The tub will look like new.

Would it inconvenience you greatly to impart that interesting bit of information to the next woman who comes into your hardware store to buy bathroom fixtures? Were you to do so, it might put it into her head that you are anxious to have women customers.

For Keeping the Furniture in Good Condition

The small town hardware merchant who carries a line of furniture has an especially good chance to appeal to Milady. There are loads and loads of helpful hints about the care of furniture. The two which pleased me most to learn were these:

Every BOSS Washer Is a Popular Seller

THE whole line of Boss Washing Machines sell easily because they give the customer a whole lot for the money. The Boss line includes hand power, belt power, water power and electric power washer—and can meet every demand with Boss Washers.



1904 Automatic. An easy running hand power machine. A big seller for years.



Veribest Water Power operated from the water faucet. A popular low cost power washer for the city home.

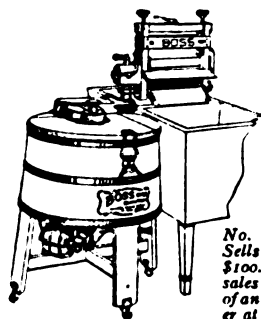
Quality—Low Price

Aren't these the things that people want? In Boss Washing Machines you get both. You cannot go wrong where you have this combination.

Get your stock in shape for fall business. Order through your jobber or write direct if he doesn't handle the Boss line.

THE BOSS WASHING MACHINE CO.

Cincinnati, Ohio



No. 62 Belt Power. Operates from gasoline engine or any other power. Very popular for farm use.



No. 52 Electric. Sells for less than \$100. Think of the sales possibilities of an electric washer at this price.

Good News

The big drop in prices of West Bend Aluminum Ware adds one more splendid advantage in selling it. Write and let us give you full particulars. Place a trial order for the immense line of

West Bend
ALUMINUM WARE

—consisting of over 200 different pieces. It sells itself. West Bend features captivate the housewife, for she appreciates the Sun-Ray finish, the safety attachments and the sanitary, solid rolled rims on all West Bend utensils. One sale will bring others, for West Bend Utensils are praised wherever they go. Write for our liberal terms to dealers.

West Bend Aluminum Co.
Dept. P., West Bend, Wis.



For polishing tables after dishes have left a white spot, wet a cloth in denatured alcohol, then have one wet in sweet oil. Rub first with alcohol, then with oil. Do it quickly and the spots will disappear. (This hint has the added advantage of recommending products sold in the average hardware store.) The second: If the leather in chairs becomes brittle, vaseline will soften it. If, however, the leather merely spotted and worn looking, the white of an egg will rejuvenate it.

Some Useful Paint Hints

But in my estimation the paint department at housecleaning time offers the greatest opportunity for approaching the housewife. Women poor paint prospects? Well, hardly! The average woman would rather paint than eat.

In the country and in small towns where painters are scarce, the housewife must perforce learn how to wield a paint brush and she is always glad of helpful suggestions. And I believe that during the present financial depression, the city woman will be a good paint prospect, as well, especially those who live in rented houses or apartments.

My husband keeps one of those heavily weighted waxing-brushes for the convenience of customers who buy floor wax. Persons buying a certain amount may use the brush free of charge. This custom has had two results—it has induced a number of persons to buy wax at our store, and it has caused several of them to order brushes of their own.

We have two bedrooms in which the floors are of soft wood. Last year at housecleaning time I decided to have them scraped, as that seemed the only possible way to remove the unsightly scratches and heel-marks. I consulted a painter. He told me the job would come to about \$40, and that even then it

Send for this Booklet!



**Decide
to
Investigate
the
Stormtight
Proposition**

Wherever there is a better and cheaper way of doing some necessary service—backed by proper advertising—

Sales Are Certain

Stormtight makes roofs leakproof—at a lower cost.

Magazines and newspapers tell the compelling story of Stormtight.

Therefore Stormtight sells—always—and at a generous profit.

Free mail matter, window signs, a full backup go to dealers who cooperate.

Only one dealer in a locality.

Investigate—and then you can decide on Stormtight.

Write for complete Dealer Book—now.

L. Sonneborn Sons, Inc.
264 Pearl Street New York City
Dept. 38



A "Clean Up"

*Sells Easily Sells Rapidly
Repeats Often Sells for 10 cents
And a Big Slice of It is Profit*

CHOREBOY cleans pots, pans, dishes and lots of other things all over the house and everywhere else.

A combination of scour tempered metal that grips the grime and suction fibers that soak up the loosened dirt.

243 Uses

*More being discovered
all the time.*

Everybody can use ChoreBoy. A trial means a permanent user, many buying two, four and even six at a time.

The attractive ChoreBoy label (orange and blue) enumerates the many ChoreBoy selling features.

ChoreBoy will "clean up" in more ways than one. Put him to work at once.

*Ask your jobber or write us
direct giving jobber's name*

**The Chore-Utensils
Corporation of America**

ORANGE, N. J.

By the way, you will find ChoreBoy useful for many purposes right in your own store.

would not be absolutely satisfactory, as a scraping knife slivers soft wood.

I was disgusted and resolved to try a varnish-removing recipe of which I had heard and which I give as follows:

Make a soft soap from ordinary yellow kitchen soap. When more than half cooled, stir in one tablespoonful of concentrated lye and one half cup of kerosene. When just pasty, spread on the woodwork with a paint brush. Let it remain for twenty-four hours. Then wash off with plenty of hot water, which will bring dirt and varnish with it, exposing the grained wood underneath. The plan worked like a charm. I then used my original idea with the waxing brush.

I loosened the bolts that hold the waxing-brush to the weight, and inserted the ends of a piece of emery cloth which was wrapped around the brush. Then I tightened the bolts again. This arrangement made sandpapering the floors both swift and sure, and a coat of boiled linseed oil, two of floor varnish and one of wax produced the best-looking soft-wood floors I have ever seen—if I do say it as shouldn't.

I know positively that the telling of this plan has made a number of friends for my husband's place of business. And friends mean customers.

A hardware dealer of my acquaintance has tried with marked results the plan of mailing, just before housecleaning time, to the wives of his trade, a neat folder containing a list of articles on sale at his store which they might need during the Spring drive. On the backs of these folders are some especially pertinent "housecleaning hints." Some of them mention hardware stock, some do not—which makes him appear unusually disinterested. A few of the best ones follow:

When cleaning house use plenty of turpentine in the scrub water. It means certain death to moths.



**WHEREVER
THEY
EAT ICE CREAM**

They Will Buy This Freezer BECAUSE

Its low price of \$1.25 and \$1.50 puts it within the reach of everybody

It will make pure delicious cream in five minutes

It is easy to operate, sanitary and easy to clean

It will make better cream than the usual store variety at a much lower cost

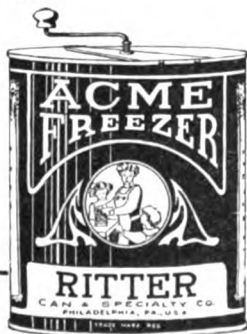
It saves money, saves ice, saves time

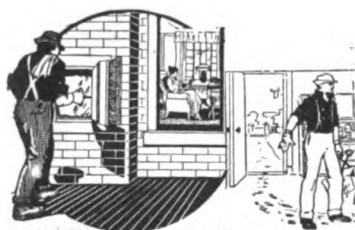
**RITTER CAN & SPECIALTY CO.
PHILADELPHIA**

**Factory Selling Agents:
Beh & CO., 1140 B'way, N. Y.**

Two Sizes

2 qt. tin	sells for	\$1.25
2 qt. galvanized	" "	1.50
4 qt. tin	" "	2.25
4 qt. galvanized	" "	2.50





The "HERRICK" Waterloo Iowa - Outside View

What Merchants think of Herrick

Here is a letter from another one of the many leading Herrick dealers over the United States.

"In answer to your letter of the seventeenth, I will state that we have been handling the Herrick Refrigerator for the past eight years and a long line of pleased customers is the result. We talk Herrick Refrigerators to our customers with the assurance that we are always ready to back our statements. They have proven very satisfactory to our trade, as our increased sales will show."

If you will write us, we can tell you whether or not it is possible for you to secure Herrick service in your city.

Ask for catalog H-30

**Herrick Refrigerator
& Cold Storage Co.
Waterloo, Iowa**

A great many blemishes on wall paper may be removed with the rubber on a lead pencil.

To remove fly specks from a varnished surface, use equal parts of water and skimmed milk, warmed.

Marks on wall paper—not bad stains—may be removed with pipe clay. Mix the pipe clay to a thick paste and apply it to soiled places without rubbing the paper. Allow it to remain overnight. Then brush the powder off.

Tack rubber to the bottom of a step ladder to prevent it from slipping.

Wipe walls with a clean cotton mop on a long wooden handle.

Use ammonia plentifully. It is an excellent disinfectant.

In cleaning a house just vacated for your use, use a goodly amount of carbolic acid.

All porcelain yellowed with iron sediment may be cleaned with muriatic acid.

A raw onion may be used to clean brass picture frames.

Friend Husband having reluctantly admitted that he has cashed in on some of my ideas, I feel it my duty to pass them on to other stern males who sell hardware, in order that they may carry forward the good work of making friends with "Ma."

Careless Arithmetic

"I am not much of a mathematician," said Carelessness. "But I can add to your troubles. I can subtract from your earnings; I can multiply your aches and pains; I can divide your attention; I can take interest from your work, and discount your chances for safety."

He Knew

The class in natural history was reciting. Finally the teacher asked, "Where is the home of the swallow?"

Long silence, then a hand waved.

"Robert, you may answer."

"The home of the swallow," declared Robert, seriously, "is in the stumick."



The 'Limator Done Busted

'Give me bacon and eggs, hot cakes and coffee,' said the first traveling man.

'I'll take ham, eggs and hot cakes,' said the second.

'Bring me the same but eliminate the eggs,' ordered the third.

'Yas, suh.' The negro waiter rushed for the kitchen. Presently he returned.

'Scuse me, Cap'an, but how did you say you wanted yo' aigs cooked?'

'Eliminate them.'

'Yas, suh. Sho'ly will.'

Presently he returned, saying, 'Cap'an, sah, de cook say if you all could take yo' aigs cooked some other way sho' would be 'bliged to you, 'cause she done drapped de 'liminator and broke de handle of'n it.'

There's an old adage: Live and Learn. Some people just live.

He Knew the Difference

Lady—"Poor man, wouldn't you like a nice chop?"

Tramp—"What kind, lady, lamb or wood?"

—*Factory Facts*

It takes steam to make a kettle sing. Try heating your enthusiasm and perhaps you can make your kettles in stock sing "Home Sweet Home" to your customers.

The Difference

Coal Merchant (anxiously): "Hold on! That load hasn't been weighed. It looks to me a trifle large for a ton."

Driver: "Tain't intended for a ton. It's two tons."

Coal Merchant: "All right. Go ahead."

—*Team Work.*

Many are called, but more are bluffed.

The Limit

'T is claimed that profiteering is
A crime of fell intention,
And that all profiteers should land
Within a jail's dimension.

If profiteering is a crime—

So, also, is the other;
The profit-fearing man's as bad
As his jail sentenced brother.

The one adds to his cost—too much,
For which he risks a jailing;
But the other doesn't add enough
To keep his biz from—failing.

Automatic

"Personally, I don't believe grocers ever put sand in their sugar."

"They don't have to around here," answered old Mr. Putterby. "What with autymobiles an' one thing an' another zippin' through Chiggersville from sunup to dark, all a groceryman's got to do is to leave the cover off his sugar barrel an' let it accumulate."

Ireland Wins

"Talking of hens," remarked the American visitor, "reminds me of an old hen my dad once had. She would hatch out anything from a tennis-ball to a lemon. Why, one day she sat on a piece of ice and hatched out two quarts of hot water."

"That doesn't come up to a club-footed hen my mother once had," remarked the Irishman. "They had been feeding her by mistake on sawdust instead of oatmeal. Well, sor, she laid twelve eggs and sat on them, and when they hatched eleven of the chickens had wooden legs and the twelfth was a wood-pecker!"

That's the Rub

"A rub with alcohol is a great beautifier," says a physician. Nowadays the rub comes when you try to get the alcohol.

Not His Boss

The judge was evidently getting a bit fed up with the jury, and at last he announced:

"I discharge this jury!"

A tall, lean member of the twelve then rose.

"Say, judge, you can't discharge me."

"Can't discharge you? Why not?" thundered the other.

"Waal," replied the juryman, pointing to counsel for defense, "I was hired by that guy over there!"

The Only Place

Stranger—"If your rooms are all taken, maybe you can tell me where I could get an unoccupied bed for to-night."

Hotel Clerk—"You might try the furniture stores."—*Judge.*

Suitable Sentiment

If the party who found my two coats refuses to return them and receive reward, will they kindly come and get the pants and vest, as I have no use for them now and as a matter of sentiment I hate to see them separated. Room 31, Harvard Hotel.—*Lost and Found ad. in the Omaha Bee.*

Real Dissipation

West: "What sort of a place for amusements is Middleburg?"

North: "Oh, great! There are two places to go—home and to bed!"

DIPPY STUFF



Accident to a Shirt

Husband (looking up from the paper which he was reading)—"I see Thompson's shirt store has been burned out."

Wife (slightly deaf)—"Whose?"

Husband—"Thompson's shirt store."

Wife—"Dear me, who tore it?"

A Sentimental Value

"There's talk of abolishing the nickel."

"That shows that as a people we have no sentiment."

"How so?"

"Why, if we had, we would keep it if only as a reminder of the good old days when we could buy something with it."—Judge.

Getting It Over

It was the week before little Willie's birthday, and he was on his knees at his bedside petitioning Providence for presents in a very loud voice.

"Please send me," he shouted, "a bicycle, a tool-chest, a—"

"What are you praying so loud for?" his younger brother interrupted. "God ain't deaf."

"I know he ain't," said little Willie, winking toward the next room, "but grandma is."

One Booster They Lost

"What was the matter with Mrs. Upungoing—she seemed to be kicking about something?" The salesman was interested because just the week before he had sold that woman a sweeper vacuum.

"She brought back that sweeper. I had to refund her her money. Wouldn't say why except that she was 'not going to be insulted'. What did you do while I was away?"

"Why, I went out there, demonstrated what thorough work our sweeper would do; and she bought one. I've used her name ever since as one of our satisfied customers. Sold some, too, on the strength of her having one in her home."

"Hum. That ought not to have made her angry. Can't understand her at all. She is usually very friendly to us. She's lost to us forever now, though. What else did you do in connection with her purchase?"

"Oh, not much else. I did fix up a pretty clever window display of the sweeper we demonstrated in her home. I thought I'd get in a little human interest. So I put the vac' on a table in the window, had the bag partly emptied, showing a great big pile of dirt. Put this card on it:

**SEE THE DIRT WE GOT OUT
OF THE HOME OF MRS.**

JOHN UPUNGOING!

BY WALTER WELLMAN



A MAIL ORDER YARN

The motto of some of the mail order stores seems to be taken from the dear old hymn which reads, "Wait, meekly wait and murmur not." Joe Parks sent to Montgomery and Searsbuck a while ago and ordered a doll for his little girl. The doll didn't come and it didn't come and little Mary 'most wore out the postmaster asking why it didn't arrive. Finally Joe got a letter from Chicago saying the doll would be shipped from Spokane or Seattle in about two weeks. He sat right down and wrote Montgomery and Searsbuck as follows: "I have your kind letter concerning the doll. I am very much obliged to you for writing. But my little girl has grown up since I sent that order and I wish you would change it now and make it a peek-a-boo waist and a pair of drop stitch stockings as she has changed her mind."

Three Factories

Main Office, Toledo, Ohio

The American National Company

The combined experience of the Diemer Brothers in building Juvenile and Baby Vehicles totals fifty-one years. That accounts for the reliability, stableness, completeness, distinctiveness and variety of the line.



The Diemer Beautiful

Built—not made

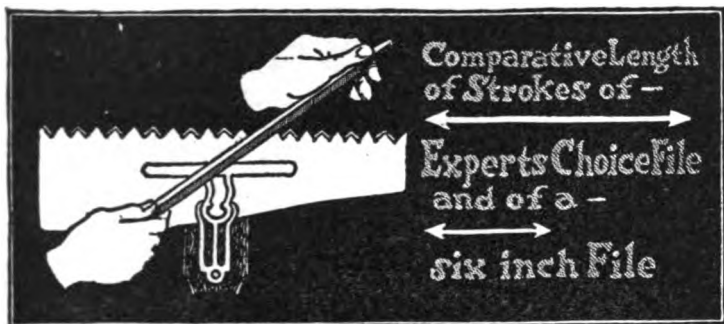
Do not delay in ordering your Juvenile Vehicles for Xmas trade. Immediate shipment on October orders. We can still handle and ship your requirements.

Write your jobber or us for catalog.



Juvenile Vehicles
for children of every age





Sell This Guaranteed File

—Carpenters Will Come Back for More

What Users Say

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years.

Charles W. Lamb,
 127 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company also for Stone & Webster Construction Company, I use only the DELTA file, and have filed fifty (50) hand saws with one file and will bet I can do it again.

B. F. Benter,
 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price.

Frank Luther, Chicago

THE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file—in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has ever used.



Write for more information to your jobber or to


Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



The **CLEVEL**

A detailed illustration of a screwdriver, likely the Clevel brand, positioned horizontally across the text. The handle is dark with a textured grip, and the shaft is polished metal. The head of the screwdriver is visible on the right side.

CLEVEL

TRADE MARK REGISTERED IN U.S.

There's Money for you in a Broken Screw

You can make a success selling Ezy-Out—that little Screw Extractor which is making good money for many a hardware man.

Every person who comes into your store is at some time in the market for a set of Ezy-Out Screw Extractors. Maybe its a broken pipe stem, a broken set screw in the washing machine, or a cylinder head bolt snapped off. An Ezy-Out set will handle all these jobs. This little tool has an unlimited number of users.

Ezy-Out does away with the old file, punch and profanity method of removing broken cap and set screws. It saves time, temper and tools.

Ezy-Out sells at a very reasonable price and yields you a good profit.

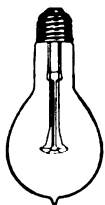
Every Ezy-Out is backed by the reputation of The Cleveland Twist Drill Company, and this Company stands ready and willing to help you sell Ezy-Out.

*Ask your jobber for a trial order today
or write us for further information.*

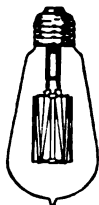


TWIST DRILL COMPANY

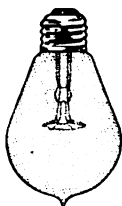
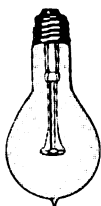
1251 E. 49th St.,
Cleveland, Ohio.



The success of any institution is measured by the class of its patrons.



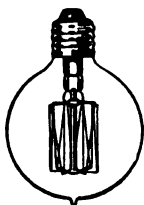
The leading jobbers and dealers must have the *best*. That is why most of them specify



SAVE

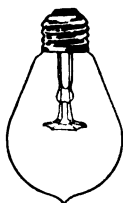
**No Troublesome Contracts
No Resale Restrictions**

*Factory Representatives and
Distributors Everywhere*



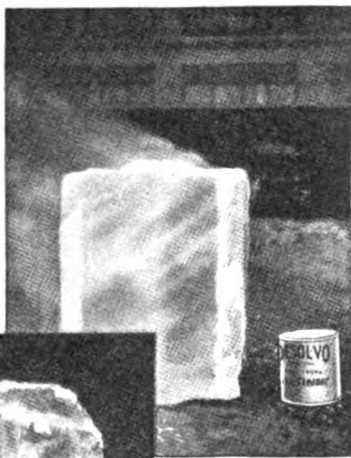
**MAIN OFFICE AND FACTORY
Save Electric Corporation**

220-254 36th Street
Brooklyn, N. Y.





(A) Illustration above shows Desolvo placed on cake of ice in dry form.



(B) This picture was taken in zero weather but Desolvo has already started action.



(C) Eight minutes later a hole has been melted entirely through the cake of ice.

Desolvo Will Thaw Pipes Frozen Solid

The moment Desolvo comes in contact with ice it sets up a violent heat. As a result Desolvo is a ready solution of the problem of frozen pipes.

Open the can, pour the dry contents into a frozen drain-pipe, stack, flush tank, trap, etc., and it will thaw out in a few minutes.

How simple—how easy—and how economical. And what profit possibilities it offers to the merchant who puts Desolvo on display during the winter months.

You will make many a steady customer by showing them this cheap and easy way to thaw out frozen drain pipes.

Order through your jobber

THE CHAMBERLAIN COMPANY
PITTSBURGH, PA.

Pacific Coast Representatives

Sprake Sales Co., Los Angeles, San Francisco, Portland

The Neft Safety Nife

A Practical Hunting Knife

**Safe to Carry—Easy to Open
Safe to Use**

A slight pressure on the shield and open comes the Neft Safety Nife—next swing the blade out into cutting position—close the case and you have a rigid knife that's ready for business.

No torn thumb nails—no sore fingers—no projections to catch or tear clothing. And what a blade—made of the finest forged steel obtainable, perfectly hardened and tempered with a wonderfully keen edge. Handle of strong, non-rusting nickel-silver.

Retail Price

\$3.75

Extra Blades \$1.00 each

ADAPTABLE FOR EVERY OUT-DOOR USE—There isn't a single sportsman's use that a Neft Safety Nife won't answer perfectly—for hunting, camping, fishing, etc.

EXTRA BLADES in 8 different patterns. These are easily inserted and locked with a small key which comes with every knife. A blade for every purpose.

We protect the Jobber. If your Jobber cannot supply you—then write to us and we will refer you to the nearest Jobber who will.

Neft Safety Nife Co.

Newark, New Jersey, U.S.A.

Distributors

Valley Forge Cutlery Co.,
Newark, N. J.





It Saves Plumbing Bills —that's why it's easy to sell

THOMPSON'S Drain Pipe Cleaner will clear out most stopped up pipes in a very few minutes, without the slightest injury to the finest plumbing.

Everyone has trouble some time or another with clogged pipes. This is the reason why Thompson's Drain Pipe Cleaner is a steady, year-round seller. Over 4000 merchants are enjoying a steady, profitable business on this special product.

In addition to cleaning drain pipes, it can also be used for cleaning garbage pails and refrigerator drain pipes; it is a most effective paint and varnish remover; it will thaw frozen drain pipes in short order.

Retails for 50c for a 1-lb. can and 85c for a 2¼-lb. can. Handsome profit to you. Write at once, mentioning name of your jobber.

Thompson's League of Merchants, Inc.
50 Church Street, New York City

There is no cleaner value to equal the

BEE-VAC

Retailing
for
only

\$

42

at a goodly
profit
to you

East of

the Rockies

When Price "talks" -- Women BUY

From carrots to calico, the best quality at the lowest price, is what every woman wants—and will buy.

Price and quality, in a Vacuum Cleaner, mean more this year than ever before.

The BEE-VAC represents the highest quality at the lowest price.]

It is the HI-LO of Electric Vacuum Cleaners.

This combination makes an instant hit—and a good profit for you.

**BIRTMAN ELECTRIC
COMPANY**

Dept. D-1
Lake & Desplaines Sts.
CHICAGO, U. S. A.

Write today for
our liberal
profits
proposition

XMAS
is coming
are YOU
ready for it?



Sold in five-gallon, gallon, half-gallon, quart, pint and half-pint cans. Also in barrels and half-barrels.



Why this paint is building a big “over-the-counter” business

Unique in its field it is finding many new uses

DEALERS who handle the widest variety of white paints and who have the agency for other manufacturers' lines are also handling Barreled Sunlight.

Why?

Because Barreled Sunlight is unique in its field. It fills a real gap in any other line of paints or combination of lines.

This paint is finding a rapidly expanding market. It is now being used in all kinds of buildings—stores, shops, office buildings, apartment houses, homes—as well as in industrial plants, etc. Wherever a smooth, white, washable surface is desired it is the ideal finish.

These many new uses are creating big “over-the-counter” sales for Barreled Sunlight which dealers the country over are taking advantage of.

Sales are being further stimulated by an intensive advertising campaign in trade papers and newspapers all over the country.

Barreled Sunlight can mean an increased volume of business for you. Communicate with us or with our nearest distributor.

A sample can of Barreled Sunlight will be sent upon request.

**U. S. GUTTA PERCHA
PAINT CO.**

45 Dudley St., Providence, R. I.

Barreled Sunlight

The Rice Process White



Over
Half Million
Sold Every
Week

MENDETS

TRADE MARK REG. U.S. PAT. OFF.

A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the lithographed carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised "Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.
Amsterdam, N. Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber)

Jobber's Name _____

City _____

My Name _____

Address _____

City _____ State _____





Each $\frac{1}{4}$ gross sets of one size packed in handsome counter display container as per illustration.

The four fast selling sizes— $\frac{3}{8}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in.—you will need for every day sales.

The extra heavy $\frac{3}{8}$ in. and extra small $\frac{3}{8}$ in.—you will need for special work.

FOOTWEAR FOR FURNITURE

Interest in proper footwear for furniture has never been so great as today

The Best Furniture Footwear Is

DOMES of SILENCE
A mark of BETTER Furniture
regardless of its cost

With two exceptions—pianos and refrigerators—they are suitable for all furniture, floors and floor coverings.

IS YOUR STOCK COMPLETE?
Order from Your Wholesaler Today

Henry W. Peabody & Co.
Domes of Silence Division
17 State Street - - New York City





An Easy Way to Sell the

CRACKERJACK

Best Christmas Tree Holders Made

Visible Counter Demonstration of Holder Fastened to Tree Trunk with Colored Litho supplied with Every Three Dozen.

Hold Till the Cows Come Home

For nearly Ten years this has been the one Christmas Tree Holder that always gave satisfaction. No wear out, no lost parts, sightly in appearance, finished in green enamel, folding up compactly, no trouble to apply, profitable to sell, no bolts or set-screws to adjust, merely drive sharpened blades into trunk.

To Apply or Remove as Easy as Driving a Nail.

(Fold up in little space—Dec. 1st dating.)

If your jobber can't supply write us.

Price No. 1, 15 in. base, \$4.00

" " 2, 20 in. base. 6.00

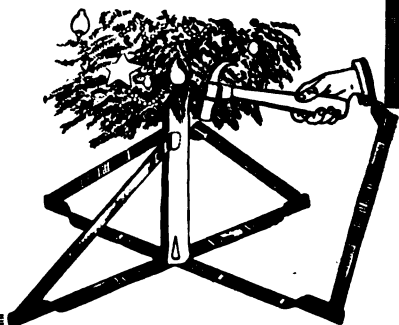
In Boxes of 3 doz. F.O.B. Sterling

Evan L. Reed

Mfg. Co.

125 Mill St.

Sterling, Ill.





There are no straps, no rods, no chafing and no soft spots on a tire which is carried by this device.



All Motorists Now Want to Carry A Second Spare Tire

It means profits for you

Thousands of motorists in the past year have turned to the idea of carrying two spare tires and our national advertising has sold car owners in all parts of the country the idea of carrying their second spare tire on the Erp Spare Rim Carrier.

The Easiest Sold Second Spare Tire Carrier on the Market

Dealers from coast to coast sold over 200,000 Erp Spare Rim Carriers in the past year and they declare that it is the easiest sold tire carrier they can obtain. It is so simple in design and so easily installed by the car owner that its appeal is instantaneous. Fingers and a monkey wrench are all the tools necessary to install the Erp or remove both tires. Both spares can be removed without disturbing the Erp.

Ask Us for Sales Helps

We also make it easy for you to sell the Erp spare Rim Carrier with the attractive and interesting booklets, window displays, and counter cards, envelope stuffers and stickers that we furnish you on request. Order through your jobber or write us the name of nearest distributor.

SEDGWICK SALES COMPANY

1405 Sedgwick Avenue,

New York City

Sales Representatives

ALLIED INDUSTRIES, INC.

455 Second St., San Francisco,
401 California, Oregon, Idaho,
Washington, Nevada, Arizona,
Utah.

SEDGWICK SALES CO

606 East 50th Place, Chicago, for
Illinois, Indiana, Michigan, Wis-
consin.

Erp Spare Rim Carrier
CARRY TWO SPARES AND BE SAFE



The complete set comes in a box no larger than a pound box of candy.



This shows one of the three units bolted on the rim of the first spare. Made to fit any rim or tire.

The Complete Carrier for \$3.50

\$4.00 West of Rockies



Tycos

The fact that 35,000 dealers throughout the country sell *Tycos* products makes it advisable for you to investigate their profit possibilities for you—

Outdoor Thermometers
Indoor Thermometers
Bath Thermometers
Frost Alarm Thermometers
Barometers
Compasses
Cooking Thermometers
Battery Hydrometers
Chargeometers

May we send you literature—
explain to you a sure way to
build up *Tycos* sales?

Taylor Instrument Companies

Rochester, N. Y.

There's a *Tycos* or *Taylor* Temperature
Instrument for every purpose.



Build up a REAL Step-Ladder Business on "Tuckaway"

"The Truss Construction Prevents Destruction"

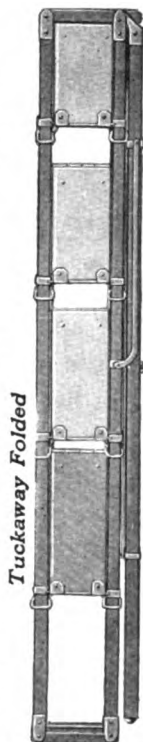
TAKE your step-ladder business out of the "side-line" class and put it with the profit-payers.

Instead of space and invested capital tied up in old-style ladders build a live ladder business with the new, safe, novel "TUCKAWAY".

The first and only absolutely guaranteed safe step-ladder, is



The ladder for homes, apartments, offices, etc.



Tuckaway Folded

TRADE-MARK
TUCKAWAY
FOLDING LADDER
REGISTERED

Not a nail, screw or bolt in TUCKAWAY. Made of oak and poplar, with steel supports, able to withstand a weight three times that of the heaviest person, TUCKAWAY folds into a space only $2\frac{3}{4}$ x $7\frac{1}{2}$ x 52 inches. It tucks-away anywhere—is always ready for use—and it costs little more than ladders that splinter, collapse and break.

If your jobber hasn't TUCKAWAY order direct. But enter your trial order NOW. Address:

TUCKAWAY FOLDING LADDER COMPANY

Dept. "A"

111 Broadway, N. Y. City

IRON HORSE

HIGH GRADE METAL WARE

Steel, Furnace & Stove Shovels

YOU really have to see these Shovels to appreciate fully their true worth. Just to feel the "hang" of them and see for yourself the extra heavy gauge of the metal—the quality of the wood used in the handles and the manner in which they are formed, and the handles riveted in place—after gaining these facts first hand, there will be no further question as to why *Iron Horse Shovels* have taken first place in the regards of the trade and in so short a time.

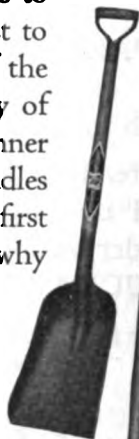


*Stove
Shovels
Long or Short
Handled*

— and you will be just as much pleased with *Iron Horse Stove Shovels* in either the long or short handled style. Besides, they cost no more than shovels made from lighter gauge materials.

We have circular matter describing these various type shovels in detail and listing the prices. Then, too, we have our big 136 page catalog, showing the complete *Iron Horse* line.

Either or both are yours for the asking, and there is no obligation whatsoever. Write us.



*Furnace
Shovels
Long or Short
Handled*



*Steel Shovels
Long or Short
Handled*

ROCHESTER CAN CO. - Rochester, N. Y.

Largest Makers of Strictly High-Grade Metalware in the World

50 New Numbers in Pyrex

NEW attractions for regular *Pyrex* users.

Magnets that will attract new users. Everything from Ramekins to Roasters—from custard cups to casseroles—original shapes designed for oven service and table beauty. For instance, a double-duty dish that will bake and serve two vegetables at once. Forty-nine others equally attractive. Ready for delivery.

No matter how complete your line of *Pyrex* Transparent Ovenware, you can double and triple your turnover with the

New Pyrex 50

Send quick for price list and pictures and also ask for the Pyrex window trim.

PYREX

Transparent Ovenware

Genuine Pyrex is guaranteed by the name stamped in every piece. Each new Pyrex dish is in an individual carton.

Pyrex Sales Division

Corning Glass Works

Originators and Patentees of Transparent Ovenware

703 Tlaga Avenue

Corning, N. Y.





The Guarantee of Quality

The dealer offers with pride
**WHITING-ADAMS
 BRUSHES**

They always have been his best sellers
 and strong helpers for his prosperity.
 They have satisfied brush users for over a century

Send for Illustrated Literature

JOHN L. WHITING-J. J. ADAMS CO., Boston, U.S.A.

Brush Manufacturers for Over 112 Years and the Largest in the World



A Trade Builder

WITT

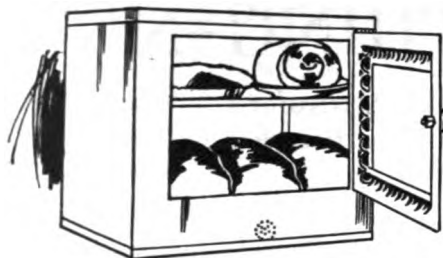
**Corrugated Ash Cans
 and Garbage Pails**

Buyers of ash cans and garbage pails in your vicinity want the Witt Corrugated kind with the yellow label. They learned long ago that these superior refuse containers were "Substantial—Sanitary—Safe".

A display of the Witt line means increased trade. The bright appearance of Witt cans lends distinction; the yellow label marks yours as a store of quality. Start the silvery flow of dollars with these sterling cans and pails.

*Your Jobber can
 Supply You*

**The
 Witt Cornice
 Company
 Cincinnati, Ohio**



Easy To Clean

That's a feature about Home Comfort Bread and Cake Cabinets that makes a hit with every housewife. The big front door, the detachable top and the removable shelves make it easy to get

at every nook and corner and keep a Home Comfort clean and shining.

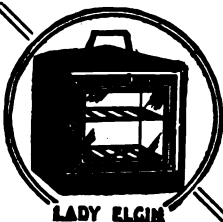
Order some of these cabinets to-day—they're good sellers and real profit producers.

THE HOME COMFORT COMPANY Saint Paul, Minn.

"WHEN ORDERING DIRECT, MENTION YOUR JOBBER"

Important Announcement

Market conditions on raw material have re-adjusted themselves until the low point has been reached, and prices are now on a steady level. Labor has also undergone the same evolution, and we have done our part by writing off our loss on the high priced material in stock.



LADY ELGIN

ELGIN OVEN AND HEATER PRICES HAVE BEEN REDUCED

You can now safely place your orders covering your future requirements at our new prices, which are based on bed rock and guaranteed. All through the past years of fluctuation, ELGIN QUALITY has not wavered and its high standard will be maintained in the future. Two new designs have been added, making our line complete; an oven to meet every requirement. Write for our new prices and catalog.



Elgin Stove & Oven Co. ELGIN, ILLINOIS

BEH & CO., Eastern Distributors, 1140 Broadway, N. Y.
Warehouses:
New York, Phila., Boston, Pittsburgh, Rochester
FEDERAL SALES & SUPPLY CORP.
1024 Farmer St., Detroit, Mich.

SOMETHING NEW



*To Stimulate
Your Brush
Sales*

One dozen two-inch, non-shed, Foss-set; excellent value, 50 cent brushes in a three-color easel display carton.

Write us for the name of jobber in your territory who has them in stock.

**FOSS - SET
BRUSHES**
are fool proof

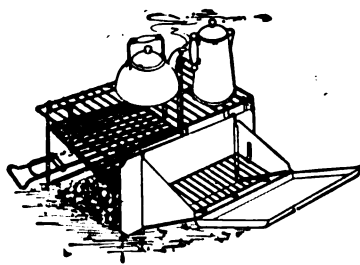
MANUFACTURED ONLY BY

THE WOOSTER BRUSH COMPANY
WOOSTER, OHIO

Since 1851—One Family—One Idea—Better Brushes

Nugget Camp Kit

D
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P
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A practical, folding Camp Stove and Oven that has become the most popular on the market. It is not a make-shift but will successfully cook, bake and broil.

Kit consists of Stove, Meat Broiler, Detachable Oven, Frying Pan with folding handle, and Kit Bag. Every piece is strongly constructed and gives long service.

Designed after years of experience in the manufacture of Camp Grills and Camping Utensils that SELL. Write us for descriptive circulars.

Dept. CG

UNITED STEEL & WIRE CO.

Battle Creek, Mich.

Manufacturers of Camping Utensils

Double Your Business On Glass Cutters

Nearly everybody who comes in your store ought to have a Krak-A-Jac Glass Cutter. Low priced. Anyone can use it. A lot of people will buy if you put one of these display cards on your show case. It's more than a display card—it's a sell-

ing card. It moves the goods. The card with 12 Krak-A-Jac guaranteed glass cutters costs you \$1.50. You sell the glass cutters at 25c each and double your money.

J. E. MILLER & CO.

136 W. Lake St. Dept. G. H. Chicago, Ill.



Order one or more display cards direct giving name of the jobber through whom you want us to bill.

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanized pipe and has 125 ft. of soft smooth steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts, with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



Raises 9 ft. high
for Drying

Little Giant Clothes Reels are ORNAMENTS, not EYESORES.

Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876



Lowers to 4
feet for
Loading

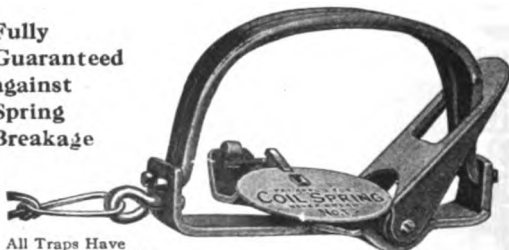
No. 1
COIL SPRING
 Never Break
\$1.65
 Per Dozen
 F. O. B.
 Jobbing Point

Coil Spring Trap

Every strong or desirable feature found in either long-spring or under-spring traps is embodied in the new "Coil Spring" Never Break.

MAIL YOUR ORDER DIRECT TO US. which will be invoiced through any Jobber you specify. The season is almost here. Order now.

**Fully
 Guaranteed
 against
 Spring
 Breakage**



All Traps Have
 Chain, Ring and Staple

ALSO
No. 2 COIL
DOUBLE
SPRING
\$3.60 Doz.

**Ready
 for
 Immediate
 Shipment**

TRIUMPH TRAP CO. (Makers of High Grip and Triple Clutch Traps) ONEIDA N. Y.

Quick Cash Sales!

You Can Make More
 Money Displaying the

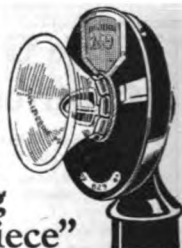
Wonderful "Whispering Mouthpiece"

This simple attachment for telephone users gives privacy to the conversation, ease and comfort in talking and insures cleanliness.

SOLD ON A GUARANTEE

Hundreds of dealers have found, after a trial, that our handsome three color display card literally sells this specialty on sight and offers maximum profit with minimum effort.

Place a card on your counter at once. Information and prices on request.



THE COYNE LABORATORIES

MANUFACTURERS

576 W. WASHINGTON BLVD.
 CHICAGO

\$43
Clear Profit
 on an investment
 of \$7.



\$1.50
 Worth
 of My
 Testers
 Free!

I make this offer to prove to you that I have the most wonderful invention and quick seller ever placed on the market. Every customer is a booster for you, and I will protect you on all re-sales. Do not confuse this device with so-called intensifiers, etc. My Tester and Transformer will make an old worthless car run like a new car. It will save the cost of new piston rings and rebored cylinders. Fitted with my invention, a Ford runs like a 12-cylinder car. Thousands in use. Every customer satisfied. I furnish you advertising matter that makes an expert of an amateur in tracing and locating engine troubles. You make a dollar for every 14c invested. Sample set sent on receipt of 25c to cover postage. Quantity lots, 500 for \$37. Owner-agents and dealers can get a set of 4 for 50 cents by sending this ad, which is good for \$1.50. \$50 worth sent post paid on receipt of \$7. No free samples. Terms are cash irrespective of your rating on account of the low price.

CHARLES H. PECK
 Pioneer Automobile Man
 2154 N. Carlisle Street
 Philadelphia - - Pa.



**Solving the Problem
 of Serving Salt
 At a Profit**

This handsome "sales helper" display carton holds one dozen Upressit "No-Clog" Capped Salt and Pepper Shakers. The fold back cover explains briefly "you press the center of the cap to open and you press the sides to close".

For clearing the holes of clogged salt or pepper or for opening the shaker for refilling no device can give better service than a Upressit because it is instantaneous.

Upressit Caps are made of Rustproof, Non-Corrosive Monel Metal, Silver Plated. They will last a life time. The shakers are of Crystal White Glass. Write for prices today and, if you are interested in another profit making line, ask us about the Upressit Jelly Tumbler with its Upressit Air Tight Cap. The demand for these was so great this past season that we advise Hardware men to investigate them now to prepare for next seasons business.

**UPRESSIT PRODUCTS
 CORPORATION**
 103-109 West 13th Street
 New York City





"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of the trade.

GALVANOID is heavily electro-zincked *after* weaving by our modern process. Then a coating of transparent varnish is *baked on*. It is firm, durable, and attractive—the *best* grade of galvanized cloth made.

Order through your jobber.

We also make

"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO.,

Chicago, Ill.

Factories:

Chicago, Ill.

Mt. Wolf, Pa.



Wedford Featherweight Clothing

Weights 24 ounces

Strong-Waterproof-Stylish

For Tourists—Travel—and all people outdoors

A coat in demand by everyone. Made of balloon cloth, it has a soft, silky finish and is extremely light in weight (only 24 ounces). This is not rubber treated. Will not leak, stick or crack. Can be washed in soap and water. Made in three colors for men and boys, olive drab, dark brown, and black. For ladies and children in olive drab, dark brown and blue.

These featherweight coats are stylish enough to wear anywhere, strong enough for the hardest service. Write for literature, discounts and prices.

The Wedler-Shuford Co.

320 No. 19th St.

St. Louis, Mo.



BOYER'S "O-SOOT-O"

SOOT DESTROYER CHIMNEY AND FLUE CLEANER

Here is a Live One!
Special Soot Destroyer Brick

This brick is unique—something entirely new. Every stove, furnace, or heater needs it. When thrown on a hot fire it converts soot into a white powdery ash that passes out of the chimney. This need is actual—not theoretical. You can readily see what this means in volume sales and profits.

A NEW TRIUMPH IN INDUSTRIAL CHEMISTRY
NOTHING LIKE IT ON THE MARKET

Non-injurious—absolutely necessary. Covered by BOYER'S WELL-KNOWN GUARANTEE. To insure supply, place advance orders NOW.

THE BOYER CHEMICAL LABORATORY CO.

940 North Clark Street

CHICAGO, ILLINOIS

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casse-roles, Teapots and Serving Dishes you cannot afford to be without.

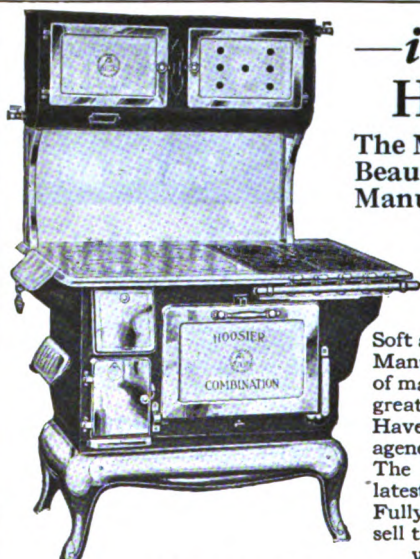
Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog

We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO.
CAMBRIDGE, OHIO



—it's a
HOOSIER

The Most Serviceable and Beautiful Range Manufactured

Hoosier Combination Gas and Coal Ranges.

Cast Coal and Wood Ranges in Grey and Blue and Steel Ranges.

Soft and Hard Coal Heaters.

Manufactured at present prices of material and labor and sold at greatly reduced prices.

Have you taken the Hoosier agency and making big profits? The Hoosier line represents the latest designs and best materials. Fully guaranteed. Stoves that sell themselves and stay sold.

Write for catalog and prices

HOOSIER STOVE COMPANY
110 STATE STREET, MARION, INDIANA



*World's Largest Producers
of Pyrex Lined Silverware*

MIDDLETOWN SILVERWARE



The Mark of Distinction

There is genuine satisfaction selling

**MIDDLETOWN
SILVERWARE—**

not only because of the *rapidity* with which it sells and the consequent *larger profit* from its sale, but also because of the knowledge that the customer will be highly pleased with the service it gives. Catalog gladly mailed on request.

**The Middletown
Silver Co., of
Middletown, Conn.
U. S. A.**



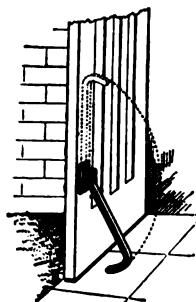
Complete, compact line to retail at popular price. One single size U. S. Full-measure can in each of 29 Colors. Brings you trade that other stores are getting.

Prepared Paint, 11 Colors
Varnish Stain, 6 Colors
Screen Enamel, 2 Colors
Stove Pipe Enamel
Furniture Varnish
Enamel Paint, 7 Colors
Gold Paint, Aluminum Paint

Sold by Hardware Jobbers

MILWAUKEE PAINT MFG. CO.

172-174 Second Avenue
BROOKLYN, NEW YORK



Phenix No. 52

GARAGE DOOR BOLT

Specialty designed and made for Garages, Factories, Warehouses and Fire Doors.

One turn of the handle locks and unlocks top and bottom bolt. Withstands the severest service the year round.

PHENIX MFG. CO.

18 Center St., Milwaukee, Wis.



Sells at a Low Price Makes you a good profit

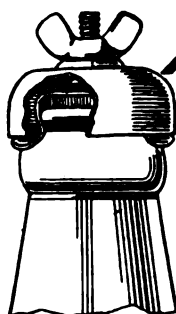
People will buy if you can offer them goods at the right price.

Feature Security Electric Irons, Grills and Toasters, and you can offer high grade merchandise at low prices and still make a good profit.

If you are interested in selling goods and making money, write us mentioning name of your jobber.

Security Elec. Mfg. Co.

1465 W. Ohio St.,
Chicago, Ill.



Little Wonder Bottle Stopper

Sells on Sight!

Here is a stopper that will fit any size bottle—seals surely and quickly—and sells on sight.

Made of high grade steel, thoroughly galvanized. Simply turn the wing nut and bottle is air-tight. Lasts for years.

Sells for 5c. Send for sample.

Good-Will Mfg. Co.
Milwaukee, Wis.

**NOTE REDUCED PRICES ON THE
INDESTRO ALL STEEL CAPPER**
For Bottling Catsup, Grape Juice,
Root Beer and other Home Beverages



**THIS CAPPER RETAILS AT \$2.50
PRICES**

One doz. lots \$14 per doz. Three doz. lots \$13
per doz. Six doz lots \$12 per doz. Write for
special gross price. *We also sell bottle crowns.*

E. M. BLUMENTHAL & CO.
122 South Michigan Ave. Chicago

For the Holiday Trade



Patented July 29, 1911

The Home Safety Deposit Box
Is a first-rate seller in the
hardware store

It is exactly adapted for giving the best
of fire protection to legal papers or other
small valuables that every household con-
tains.

It is soundly made, neat in appearance,
and cheap in price.

It takes a leading place as a Christmas
gift because it is unusual and impressive
as a thoughtful selection among many
gifts.

It yields an excellent profit.

Order a Sample, Now

Use your regular order form or business
stationery and we will prepay delivery and
return charges, if, for any reason, you
wish to send the Box back.

SAFETY DEPOSIT BOX CO.
395-7 W. Main St., Battle Creek, Mich.

MONEY-MAKING SERVICE for RETAILERS



How did John
Wanamaker
build up his
enormous bus-
iness—how
did Garver

Bros., Strassburg, Ohio, do a business
of over \$800,000 a year in a town of
1200—how did the outstanding fig-
ures in the retail business achieve
their success?

By following certain fundamental
principles that can be applied to any
business.

Sweetland's "15 Lessons in Retail
Efficiency" will help to make your
business grow. Weekly letter keeps
you posted. First lesson sent on ap-
proval. Just write on your letterhead
for information.

Sweetland Service Bureau
Suite 452, Pierce Building
St. Louis, Mo.

**Now
\$1.00
List
Same
Discounts
as Hereto-
fore**



**The Goods are Right
The Package Attractive
The Profit is Right**

AJAX PLURAL SOCKET PLUG

leaves lamp in position in-
tended. Admits use of ordi-
nary W. P. Shade Holder.
Every user needs at least
three.

Packed in individual cartons.
Ten in display carton.
Now \$1.00 list, same dis-
counts as heretofore.

**Made only by
Ajax Electric Specialty Co.**
St. Louis, Mo.
(Your jobber can supply you)



\$13.00

For 21 Years!!

For 21 years our furnaces have been standard for heat, durability and efficiency. No. 15 offers the utmost in quality and in profit to dealers. Write today for complete catalog No. 21 of torches and furnaces.

GEO. W. DIENER MFG. CO.
418 Monticello Avenue
Dept. 8 CHICAGO, ILL.

100% PROFIT FOR HARDWARE DEALERS!

Every one needs Phonograph Needles, and here they are—60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00.

They Sell Themselves

And your customers will come back again to call by name for those satisfactory Viophonograph needles. Every needle plays 10 records—brilliantly. For any Phonograph that uses a steel needle.

The Fred. Gretsck Mfg. Co.
60 Broadway, Brooklyn, N. Y.
Or Ask Your Jobber



TRIMO

THE WORD THAT STANDS FOR

Superior

Pipe Wrenches

AND

Monkey Wrenches

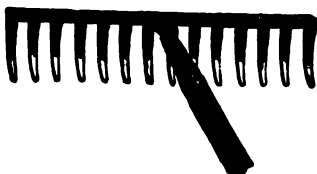
FOR

SHOP, HOME and FARM

Trimo Wrenches for Sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.
Roxbury, Mass.

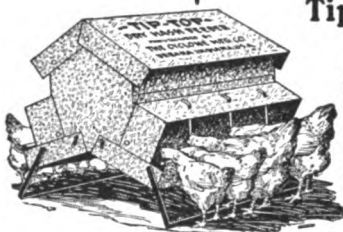


VICTOR Steel Rake

Replacing malleable. Costs little more than cast rakes, worth double

*Dealers supplied
through jobbers*

**The Cronk & Carrier
Mfg. Co.**
Elmira, N. Y.



Tip-Top Dry Mash Feeder

A SNAPPY fall and winter seller. All steel, weather proof—feeds from both sides. Two sizes—two feet and four feet of feeding space— $\frac{1}{2}$ bushel and 1 bushel capacity. Order from your jobber or write us for prices and literature on feeders, plain and parking coops, etc.

THE CYCLONE MFG. CO.
Dept. 70 URBANA, INDIANA

WOOD TRIMMER



Carpenters, patternmakers and other woodworkers pronounce this machine the best on the market.

Send for Circular

Manufactured by

**The Smith and Egge
Manufacturing Co.**

Bridgeport, Conn.

Originators of Sash Chains

BEARDSLEY'S SPECIALTIES

FOR LIVE MERCHANTS



BESCO

Bottle Cappers

Ideal for
HOME BOTTLING
Model D Adjustable \$24.00 Doz.
Model A Wall Style \$15.00 Doz.

Headquarters for
CROWN CAPS
BOTTLES
TESTERS and all
BOTTLING SUPPLIES
for the Home Bottler.
FRUIT PRESSER. FRUIT JUICES,
EXTRACTS, FLAVORS, etc.

Beardsley Specialty Co.

Main Offices
Rock Island, Ill. 217—18th St.



ROBERTSON
Horseshoe

**MAGNET
HAMMERS**

THE HAMMER
HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office



Sally Sweet
Is mighty handy
To test the heat
When you make
Candy

"Sally"

one of the characters to be used in
advertising the

WILDER STANDARD
COOKING THERMOMETER
STANDARD

to your customers this fall through
the pages of Women's Publications.
The entire line of COOKING
THERMOMETERS will be fea-
tured. It will pay you to ask about
our SPECIAL TRIAL ASSORT-
MENT—send a postal.

WILDER-PIKE
THERMOMETER COMPANY
Troy, N. Y.

Grooms, Clips and Shears

This Gillette Machine
Does All These by Electricity

A machine that can be used for grooming
horses and mules as well as for clipping
them—a simple machine that operates by
electricity—no work—no fuss. A man can
groom half a dozen horses with the Gillette
Electric Machine while he is doing one by
hand. Operates from any electric lamp
socket.



All you have to do to
sell this machine to
horse owners is to
point out the time and
money it will save
them. People will
spend money to make
money.

Write for prices
Send letter at once for
complete Catalogue,
prices and profit
possibilities.

GILLETTE
CLIPPING
MACHINE CO.
129-131 W. 31st. St.
New York City



OUT on your counter with our
attractive display sign attach-
ed, the Gem's a rapid mover. One
glance shows how easy it makes
putting up the Christmas Tree.
Folds into small space for storage
between Christmases. All steel—
handsome green finish.

Order from your jobber or write
us for prices

FERNALD MFG. CO.
North East, Pa.

A Bright Spot For Sales



Every home needs
light—here's the light
that everybody likes.
"Lights with a com-
mon match." A
scratch and it's lit
—a demonstra-
tion and it's sold.

NULITE Match-Lite Lamp

Get our introductory sales offer. We
pay for the first ad in your home
newspaper and supply electrotypes of
additional ads free.

Write your jobber

**NATIONAL STAMPING &
ELECTRIC WORKS**
CHICAGO U. S. A.



A Brisk Seller

Offering insurance against burning off handles of coffee pots, teapots and percolators gets the dimes and lots of them.

Slipon Handle Protectors

turn the trick. Easily attached. Now put up in different styles of self-selling display cartons containing 3 dozen and 1 doz. boxed "Slipons."

Endorsed by Good Housekeeping and Tribune Institutes.

Order from your jobber.

Young Specialty Co.,

2220 Vliet Street,
Milwaukee, Wis.



The All Steel Dodson Hame Strap

Note these features:

- Flat-link flexible chain works like a strap
- Outwears twenty straps
- Instantly adjustable to any length
- Instantly released

A standard harness article for more than 20 years. Ask for our new prices effective September first.

Niagara Metal Stamping Corporation
Division C Niagara Falls, N. Y.

Builders and Furniture Hardware

**GLASS KNOBS
GLASS PUSH PLATES**

TRU-LIGHT MFG. CO.
Bradford, Penna.

You Can Make Your Store the Roller Skate Headquarters

BROWNIE SKATES and the *Selling Helps* we furnish free will do it. It pays to cultivate the children's trade.

Just drop us a card and mention your favorite jobber.

F. D. KEES MFG. CO.
Dept. 60 Beatrice, Nebraska

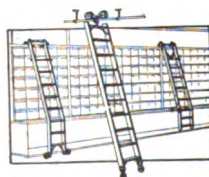


YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives **JUST THE SERVICE** you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.



Ideal Line Rolling Stepladders

*Fifteen Styles
Satisfaction
Guaranteed
Last a Lifetime
Write for
Catalogue*

DAYNITE FURNITURE MFG. CO.
213 Chouteau Trust Bldg. St. Louis

Responsible Sales Representatives Solicited

ESTABLISHED 1869

HOLMQUIST & CO.

HOME LACE CURTAIN STRETCHER KISSED

BRANCH OFFICES: NEW YORK, PHILADELPHIA, SAN FRANCISCO

TRADE MARK

REC. U.S. PAT. OFF.

TELEPHONE: ALL DEPARTMENTS, ARMITAGE 2002

Manufacturers

LACE CURTAIN STRETCHERS — HOUSEHOLD WOODEN WARE

GENERAL OFFICES AND PLANT—2558-60 ARMITAGE AVENUE, CHICAGO, ILL., U. S. A.

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. *SEND FOR CATALOG*

BOSTON

MASS.

THE ONLY TATE'S

COMMON SENSE ASSORT-
MENT OF SPOOL WIRE for
the Automobile and Household
Trade. All saleable numbers.
Send for circular.

**E. H. TATE MOP AND
CORDAGE CO.
BOSTON, MASS.**

EYELET TOOL COMPANY

EST. 1858

Makers of Punches and Sets, (plier
drive and foot power) for Leather,
Cloth, and Metal, accessories, Tubes
and Dies, Eyelets, etc. Write jobber.
If not in our Booklet let us make it.

BOSTON 27 MASS.

THE STINE SCREW HOLES



THE ONLY
SCREW
HOLES
IN THE
WORLD

Manufactured by

**THE STINE
SCREW HOLES
CO.**

Waterbury, Conn.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed
Full Lengths

Established 1860

Order Thru Your Jobber

Silver Lake Co.
Newtonville, Mass.

EDWIN B. STIMPSON COMPANY.
801 KENT AVENUE BROOKLYN, NEW YORK U.S.A.

SPLIT RIVETS
TRADE MARK
EXPERIENCE-QUALITY-SERVICE

EYE-LETS

WASHERS

HOOKS

GROMMETS

DRAWN AND STAMPED METAL ARTICLES - WIRE FORMS
[LARGE STOCK - SPECIALS TO ORDER]

CHECKS
TRADE MARK

SEMCO

RED TUBES



We manufacture tubes exclusively — of the best quality, and at reasonable prices. A sample will convince you. Write us.

SEMPLE RUBBER CO., TRENTON, N.J.



DEGRAH

the Wonder Finish

Six colors, natural and ground color

Other Keystone Products

KEYSTONA

the original flat, washable Wall Finish

EDELVICE

the changeless White Enamel

ZINOLIN

a pure Zinc Paint

**Vacation time's over—
Varnish time's here**

THE home owner's season to "spruce up" is your tip to stock up. Be ready with **DEGRAH**—the Wonder Finish for floors, furniture and woodwork.

Our National Advertising has told your trade all the facts about **DEGRAH**. There is no other varnish like it on the market.

DEGRAH resists the action of water (cold or boiling), steam, alcohol, ammonia, cologne or any toilet preparation.

It is as economical as it is elegant. One gallon covers 450 sq. ft.—two coats. It sets dustproof in 3 hours and hardens overnight to a transparent, glass-hard iron-tough surface.

Write for particulars of Keystone Service. Advertising Electros and Display Material free, upon request.

KEYSTONE VARNISH COMPANY
Hull, England Brooklyn, N.Y.

Degrah

REGISTERED U. S. PAT. OFF.

It's Water-proof

No 14 '21S

Good Hardware

NOV., 1921



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK



Seeing them will
tell you why they
sell — order a
sample pair. Re-
tail \$2.00. Cost
you \$1.00.

IF A WOMAN HAS A HOME SHE WILL BUY "MILCAR" TONGS

There isn't a woman in your town who would be without a broom in her house for one minute.

Yet a pair of "Milcar" Tongs is just as important and has a great many more uses.

Show a woman a pair of tongs that she can use for putting coals or wood into the stove or fireplace—for handling hot potatoes or green vegetables in cooking—for taking down things from high shelves—tongs that she can use a dozen times a day in her ordinary housework.

Then show her how light in weight these tongs are, how good-looking, how they can be operated automatically, with one hand.

Do you think tongs like that ought to be hard to sell?

*Write us for information. Let us
tell you our plan for selling not one,
but TWO PAIRS to every house-
holder in your town.*

ROBERT E. MILLER, Inc.
11 Broadway New York



*X-Ray Picture of
the Coat Pocket of
a Busy Hardware
Dealer.*

It Paid to Measure the Pockets of 48,000 Hardware Men

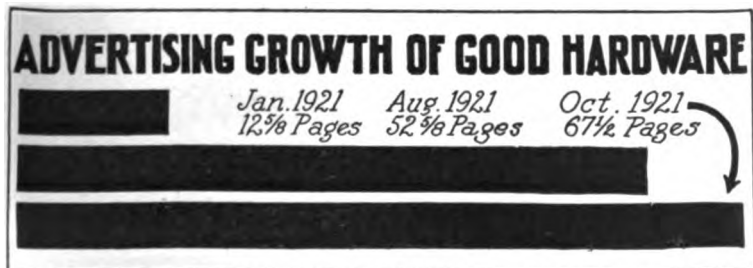
Notice the volume of advertising in GOOD HARDWARE

WE told you before how we measured the pockets of the 48,000 hardware dealers and then built **GOOD HARDWARE** to fit.

It was a fine idea. **GOOD HARDWARE** began to find its way into the pockets of hardware dealers. They read it, liked it and came back for more.

Advertisers began to learn about this intimate, pocket-size magazine that reaches every hardware dealer in the country. With a little persuasion they began to sign advertising contracts with such speed and regularity that **GOOD HARDWARE** made a record equalled by few, if by any, trade publications. In the past 10 months of dull, hard times, the advertising volume in **GOOD HARDWARE** has jumped from 12½ pages in January to 67½ pages in the October issue.

The progress of **GOOD HARDWARE** is shown graphically below.



What a Big Manufacturer Found Out About GOOD HARDWARE

AFTER all is said and done the acid test of any trade magazine as an advertising medium is whether the retailer *reads* it and whether he derives any actual benefit from reading it.

From its first issue GOOD HARDWARE has striven to be a real merchandising help to the hardware merchant. It has constantly insisted that its editorial pages must contain practical, helpful, valuable ideas that will make the retail dealer's selling job easier.

The Chicago Flexible Shaft Co., one of our advertisers, finds that GOOD HARDWARE has succeeded in actually helping the merchant. This company is supporting that conviction by spending real money on advertising in GOOD HARDWARE. It has found that advertising in GOOD HARDWARE pays.

Read the letter on the page opposite. It is a significant testimonial.

Good Hardware

Published Monthly by the Trade Division of
The Butterick Publishing Company
Butterick Building, New York

Chicago Flexible Shaft Company



TRADE MARKS
"FLEXIBLE"
"GAS AND OIL"
REGISTERED
U.S. PAT. OFF. MAR. 2, 1910

MAIN OFFICE - ROOSEVELT ROAD AND CENTRAL AVENUE, CHICAGO, ILL.

October 11, 1921

Good Hardware,
Butterick Publishing Co.,
Butterick Building,
New York, N.Y.

Gentlemen:

We suppose that the people who have to do with business publications are human beings like the rest of us and appreciate a word of commendation now and then as encouragement for their efforts.

What we particularly have in mind in writing this letter is to thank you for the choice position given our page advertisement in your October issue just received. We could not ask for a better one if we had specifically requested it, as it is right along side an article relating to electrical appliances, which the reader cannot get away from as soon as he turns to page 46.

The writer also wishes to congratulate you on your growth, and the real merchandising service you are giving dealers in the material published from month to month. That it is proving profitable is certainly evidenced by the continual increase in the advertising space taken by the various hardware concerns.

Very truly yours,

CHICAGO FLEXIBLE SHAFT COMPANY

N. P. Eby

KAP

"...real merchandising service you are giving dealers," says Mr. Eby.

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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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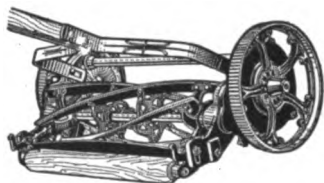
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PENNSYLVANIA

Quality
LAWN MOWERS



The past is parent of the future

Assure yourself a good lawn mower business next season by stocking "Pennsylvania" Quality Lawn Mowers—the standard by which all others have been judged for almost half a century.

They have been sales leaders in the past. They will be in the future.

PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

This trade mark is on
the handles of:



PENNSYLVANIA STAND-ARD, high and low wheel.
PENNSYLVANIA JUNIOR Ball Bearing, high and low wheel.
PENNSYLVANIA GOLF Ball Bearing high and low wheel.
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PENNSYLVANIA TRIO CUTS 84 inches for horse or tractor.
PENNSYLVANIA HORSE and PONY
PENNSYLVANIA LAWN CLEANER and RAKE.

Continental High Wheel.
Great American Ball Bearing.
Red Cloud Ball Bearing.
Orchid Ball Bearing.
Belmont Ball Bearing.
Delta Ball Bearing.
Panama Plain Bearing.
Belmont Plain Bearing.
Electra Plain Bearing.
Pennsylvania B B Trimmer.
Pennsylvania Undercut B B Trimmer.

GOOD HARDWARE

*A National Magazine Published Monthly
for the Hardware Trade*

VOL. 3

NOVEMBER, 1921

No. 2

How Foster-Stevens Made Their Store Headquarters For Wedding Gifts

"Here Comes the Bride" is usually preceded by a march to this high-class hardware store in Grand Rapids, Mich.—Chinaware and Silverware are important departments and have given the concern a fine reputation.

By J. D. Kerkhoff



EARLY twenty years ago there was conceived in the Foster-Stevens Hardware Company's then modest store, located in the heart of the business section of Grand Rapids, Mich., an idea, unique then and unique now in the hardware field, but which today claims nationwide attention.

That idea can best be stated as Foster-Stevens have stated it many times in their newspaper advertising: "Buy your wedding gifts at our hardware store."

Even if the goods of Foster-Stevens were not famous throughout Michigan that one sentence would attract attention. "Buy your wedding gifts at our hardware store." It catches the eye. A hardware store offering wedding presents, something to delight a bride!

For 20 years now Foster-Stevens has been doing it. Half of the ground floor and a third of the second floor have been given over to the idea which, simply put, is chinaware, glassware and silverware. At the start, Foster-Stevens added only glassware and silverware to their stock as a side-

line. As the amount of business increased year after year chinaware took its place in the unusual department until today the "wedding business" as members of the firm are wont to speak of it, is no longer a sideline but keeps pace with the other side of the store, the hardware department proper.

F. A. Rood, vice-president, is manager of what is known as the silverware and chinaware department and through his determination to carry none but the best stock, he has built a reputation for Foster-Stevens perhaps unequalled in the hardware field.

In carrying only the better



The china department where long counters and aisles have given way to tables, informally arranged, and oriental rugs

makes of china and silver Foster-Stevens does not interfere with the gift shops of the city. It so happens that in Grand Rapids there are no jewelry stores offering exclusive silverware, while department stores cannot compete with chinaware owing to the fact that English manufacturers will not sell to any such concerns. These conditions practically leave the field open to Foster-Stevens. According to Mr. Rood, Foster-Stevens is the only hardware store in this country save one, handling an extensive line of high class china and silver. Wallbridge & Co., of Buffalo, carry much the same line as the Grand Rapids concern.

Among the stock in chinaware, indicating the exclusive makes, are Wedgwood, Minton, Copeland, all English, and Syracuse and Lenox, United States stock. Rookwood pottery, made in Cincinnati, also is carried. Owing to the fact that

the public is not buying complete sets in the numbers of several years ago, Foster-Stevens' policy is that of open stock business.

A distinctive feature of the silverware and chinaware department is the assistance in choosing gifts the store offers to the bride-to-be and her friends. Mr. Rood cited the case of "Miss Brown."

"Miss Brown is to be married. Miss Smith will come to us for a present. She may choose some glassware. Miss Jones may pick dinner plates. We then are in a position when Miss Green selects a gift to suggest other than those which were chosen by Miss Smith and Miss Jones."

It is not uncommon for the bride-to-be to first make her own selection of patterns in silverware, chinaware and glassware at Foster-Stevens. In fact, such a proceeding is an established custom in Grand Rapids. Then, later, friends who visit the store are informed

by the clerk of the pattern selections and order their gifts accordingly.

"Also," said Mr. Rood, "we keep an account of every article that is purchased for one bride. If Miss Smith orders glasses we look at our list and if someone else already has taken glasses we can suggest that Miss Smith order goblets instead. In this way the bride does not get mixed sets nor, as an example, two dozen bouillon cups and no tea cups."

According to Mr. Rood there never has been a complaint because of the condition in which articles leave the store. Every purchase is cleaned—when necessary, scrubbed with soap and water — before it is wrapped up. Even in doing up gifts Foster-Stevens does not hesitate to use extra time. Each present is wrapped in attractive paper with the card of the sender, or a special greetings card attached.

Foster-Stevens is not a price store. There are no "special days"

with cut prices and premiums. They advertise in newspapers daily and Sunday, one day featuring an exclusive set of china, the next, saws and push tacks. Their window displays are divided in the same manner.

"We deal mostly with those people who appreciate the best in china and silverware and can afford to pay the price for them," said Mr. Rood. "This does not mean, however, that we carry none but high priced stock. But our aim has been and always will be to work constantly for a better quality."

Foster-Stevens send silverware and chinaware all over the country. They do an especially large business in the summer months when tourists are passing through the city. They fill many orders by mail but do not seek this business.

Mr. Rood believes the display arrangement in the china department has done much to make it such a success. The department occupies one third of the second



Silverware department, which shares the first floor with the hardware section proper. Girl clerks are employed for both china and silver departments

floor. Everything is informal. There are no counters nor aisles. Dinner sets, glasses, vases all are displayed on smart tables, some of which are fitted with cabinets. The tables are placed attractively about the room. On the floor are oriental rugs. Picturesque draperies are placed at the windows and about the walls.

The china department is No Man's Land as far as the male employees are concerned. Mr. Rood has a desk in one far corner and is the only man connected with the store in that section. Girls between 17 and 25 are employed. Mr. Rood explained that exceptional care was taken in getting girls for this department. None, he said, are compelled to work for a living and the result has been that the girls have taken a decided interest in their work and have come to regard it as more than a mere job.

"I do not believe our girls would leave us for twice their present salaries," said Mr. Rood. "We find they fit into this department admirably."

Foster-Stevens apparently feel they fit in every department for the silverware section also has none but women clerks. Even in the hardware section there are several women employees and Mr. Rood

said they were just as capable in that line as in the china.

Foster-Stevens also handles a great amount of sporting goods. This does not mean skates and sleds alone, for a baseball player, football player, golf player, tennis player, basket ball player, hunter, fisherman, swimmer, all could walk into the store in civilian clothes and emerge later clad in any sports clothes and carrying all necessary paraphernalia.

"We are not a department store," said Mr. Rood. "First and last we are a hardware store. Any hardware firm can do what we have done, providing, of course, they handle only the best goods. That is a big factor in our success."



*Farmington and Saybrook
Patterns*

Here are two patterns in plated table ware that are as beautiful as sterling silver—in fact, the small stamp on the back of each piece is the only outward evidence that it is not solid silver. Universal Silverware is guaranteed without time limit. You can buy it with the assurance that if ever a piece shows wear or is unsatisfactory, it will be replaced.

Teaspoons	\$3.50 set of six
Dessert Spoons	\$6.75 set of six
Forks	\$6.75 set of six
Etc., Etc., Etc.	

**FOSTER STEVENS
& CO.**

The same tone of high quality that prevails in the store can be seen in the firm's advertising

Sell-Atkins Co. Cleans Up on Aluminum

NOT long ago the Sell-Atkins Mercantile Co., of Pittsburgh, Kansas, bought some aluminum ware, expecting to have a 98 cent sale. But the manufacturer, failing to ship promptly, prevented their carrying out their plans, and the shipment did not arrive until other stores had had their run of these specials.

Just to be different, therefore, Mr. Sell grouped the ware into an outfit of ten pieces, and sold 24 sets for cash at \$12.50 per set of ten pieces, in two and a half days. The accompanying advertisement, a typical mail order house "ad," brought home the bacon and netted them their regular profit.

It was one of the most successful sales the firm ever held, while other dealers complained of lack of interest shown in their specials.

Had No Room for Small Goods Table

ONE hardware merchant who recently bought out a hardware store found that he had no room for a 15c. and 25c. table, but realizing the value of such a table he made use of a plan which might be helpful to others. He hung wire poultry netting, taking up a space of about 12x15 feet in the rear of the store. Using a card holder he has a great variety of hardware arranged on this netting, and the appearance is good.



This is Your Opportunity

You have always wanted a complete set of high grade Aluminum Ware, or perhaps you wondered what to give the new married couple for a wedding gift. Read over the list, note the price, then compare them with the highest quality of Good Aluminum Ware you know of, and we know you will buy it if you need Kitchen Utensils.

You get all the pieces shown here for only \$12.50. Do not compare this ware with the light Aluminum Ware usually sold at sales. Mr. Husband! Show your wife how much you love her by buying her one of these sets for her wedding anniversary.

\$12.50

SELL-ATKINS

- 1 2-qt. Double Boiler.
- 1 6-qt. Preserving Kettle.
- 1 6-qt. Covered Sauce Pot.
- 1 2-qt. Percolator.
- 1 Steamer.
- 1 6-qt. Test Kettle.
- 1 6-qt. Covered Kettle.
- 1 6-qt. Covered Sauce Pan.
- 1 6-qt. Windsor Kettle.
- 1 7-lb.-one color.

Looks like a regular mail order house advertisement—but it was merely Mr. Sell's idea of bringing his aluminum sale before the public in a striking way

Indiana Hardware Concern Uses Steel Wall Racks for Small Tools

Finds that stocking them in that way saves clerks' time and makes selection easier for customers

By Charles S. Ryan



MEANS of conserving the time and energy of clerks during busy hours and at the same time serving customers better is employed by an enterprising hardware store in Indianapolis through an original scheme of racking merchandise.

Small goods, such as hammers, hatchets, planes, screw-drivers, wrenches, etc., that move steadily and that are often called for by customers who are apt to be uncertain as to the precise character of the tool they want, are displayed so that the customer can select his purchase unaided while clerks are waiting on other customers.

The racks are neatly constructed of steel and are set against the wall, back of the show cases. Inconspicuous steel pins hold the tools in place. The racks are such as might be employed only for the display of samples, but they contain, in fact, from two to six of each size of the various tools except in a few instances where largest sizes are too bulky for convenient display. In such instances the largest tool on display has by the side of it a tag directing the attention of the clerk to the drawer or case where the next largest size may be found. Each size in the rack is marked by a number tag and a price tag.

Several years of use in the Indiana store has proved the system to be practical in every respect. The clerks are saved the trouble of worrying their way through innumerable original packages at times when they are rushed to serve customers, and the customers are also freed from the annoyance of having to wait impatiently while others ahead of them make their purchases.

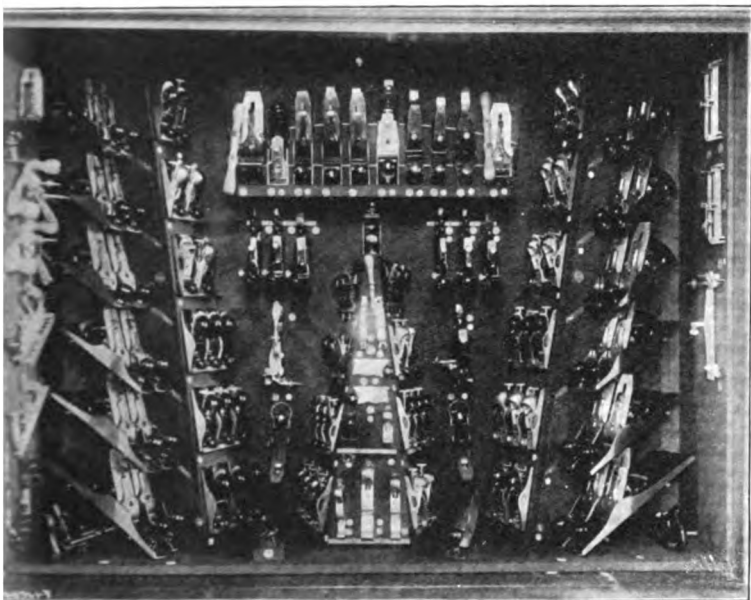
The question of satisfying customers involves more than the de-

sirability of always having on hand just what they may desire, is the opinion of the members of this firm. Their experience in that line is the experience of every hardware merchant.

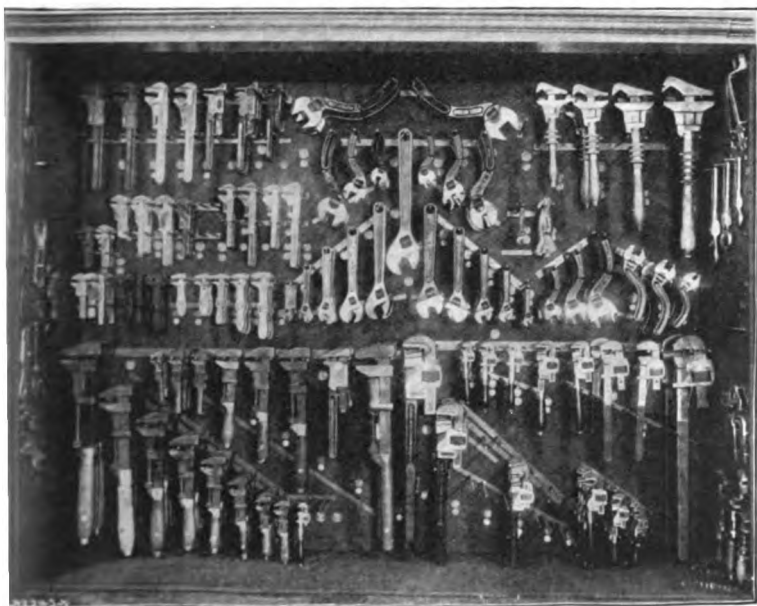
A customer enters the store and makes known his wants. The experienced clerk is generally able to say immediately whether or not the article wanted is in stock. The customer may depart without further questioning but the chances are he will be dissatisfied because the clerk did not look through the stock to "make sure."

With the stock racked as it is in this store, the customer is given the privilege of looking over the stock himself and making his own selection. The result is a satisfied customer and possibly one who finds an article to take the place of the particular one he first had in mind to buy.

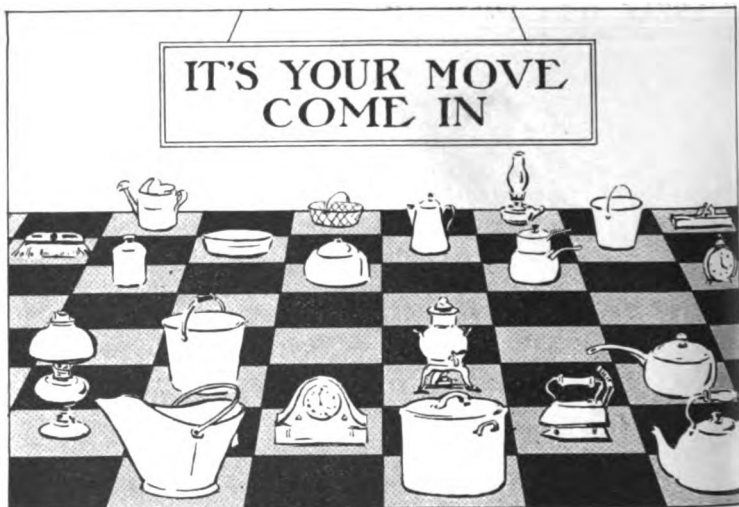
Eighteen racks are now thus used by these live merchants. They contain wrenches, torches, clamps, snips, punches, planes, hammers, hatchets, breast and hand drills, chisels, screw-drivers, braces, augur bits and saws. Two racks are used for the display of



The planes on this rack were hung at various angles and displayed to the best advantage.



A rack that shows every size of wrench makes it easy for the customer to select what he wants.



This checker-board window was a novelty that brought in a lot of customers.

some of the tools. Each rack was especially made to suit the particular tool which it holds.

No little difficulty was experienced in working out the scheme as shown, for instance, in the rack for planes which are hung at various angles on raised portions so as to display each type to the best advantage. The racks, of course, are filled by the clerks after the rush hours, care being taken to keep the old stock moving.

Out-of-town hardware dealers visiting the store have many times proved their interest in the scheme by obtaining photographs of the racks with a view to adopting a similar system of display in their own stores.

The Indianapolis store is gradually adapting the system, in modified form, to all stock that can be handled in that way. In furtherance of that idea they have placed in a show case a revolving stand holding straight shank drills. A customer not knowing just what size of drill he needs is

quickly assisted in deciding and the required size is selected without delay from the stand. Nothing less than a dozen packages of that particular tool is sold from the drawers.

Checker Board Window Makes a Hit

ABOVE is an idea for a novel window display which will cost little money and will attract the attention of every one who passes your store:

Make a false bottom for your window of white oilcloth, cardboard, or heavy paper. Paint over it large squares, alternating black and white or black and red in facsimile of a checkerboard.

Next, select twenty-four articles of merchandise, placing one on each square, exactly as checkers would be placed.

Then letter a large window streamer:

**"IT'S YOUR MOVE—
COME IN."**

Now Is the Time to Begin Planning Your Christmas Windows

The I. E. Swift Company, of Houghton, Michigan, believes in putting a lot of thought and loving care on its holiday displays—which is the reason they “do their Christmas planning early”

By Manthei Howe

“WE’VE got to get at those Christmas windows. We want something attractive but hanged if I know what it will be.”

There are probably mighty few hardware men who haven’t said something like that. Yet Mr. H. T. Westcott, who has charge of window displays for the I. E. Swift Company Hardware Store of Houghton, Michigan, never seems to be stumped by the problem of Christmas windows.

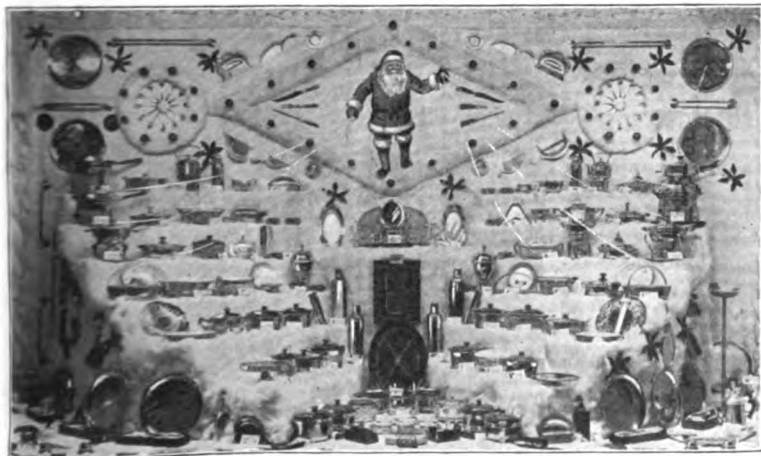
Here are two that he has trimmed. They are conclusive evidence that hardware windows may look decidedly festive. It merely resolves itself into mixing ingenuity and imagination with the store’s merchandise. Neither of these windows was thought out and executed in one frenzied burst of inspiration. Mr. Westcott plans and diagrams his windows care-

fully, working them out to the last detail. The finished result is well worth the effort.

There are three items to be considered especially in working up holiday windows.

1. They should be artistic and attractive to the *nth* degree as befits the holiday season.

2. They should display as much tempting gift merchandise as pos-



The nickel, silver and shiny articles in this window, against the white background, make a striking display

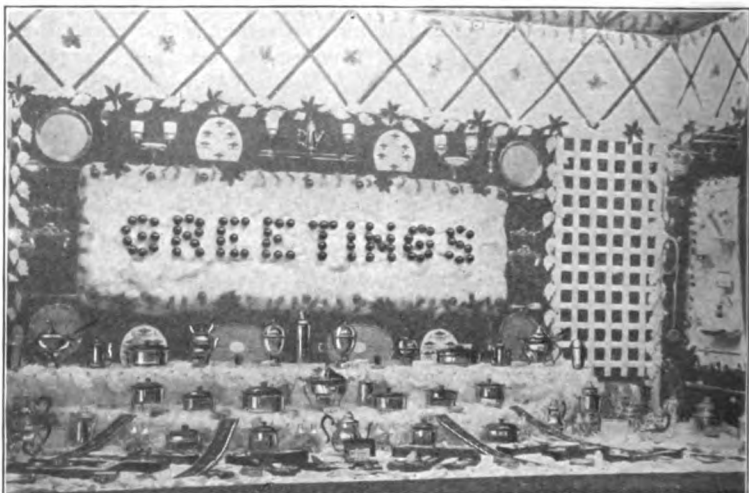
sible to the passerby, for the chance looker-on may see in the window display just the hint he wants.

3. The articles should be plainly price-marked, for in the rush of holiday preparations, everybody becomes a window-shopper. A plainly labelled priced tag tells one immediately whether or not the article is within shouting distance of the contents of one's purse.

plete word flashed off and on.

Such prosaic things as bathroom fixtures were made very attractive in this window trim. The red back-ground, white cotton and Christmas holly constituted a beautiful setting for the display.

The Santa Klaus window is, if anything, even more attractive. Here the greater part of the window is given over to the actual display of Christmas merchandise.



An effective use of electric lights. The letters in the word "Greetings" which form the center panel, are illuminated one at a time—then darkness—then the whole word

I. E. Swift Company's hardware windows measure up to these three requirements.

In the Greeting window, Mr. Westcott has made an attractive use of electric lights. He arranged to have the word flashed on, a letter at a time, then darkness, and then the complete word. He confessed that the mechanical ingenuity necessary to work out this electric device caused him several sleepless hours after his busy day at the store.

He finally arranged it by means of a ten point contact. A simpler window could be arranged, however, by merely having the com-

The swirling stair is a departure from the usual form of steps used in a window display. The preponderance of nickel, silver and shiny articles in the window gets the most out of every candle-power of electricity used.

Santa Klaus himself was a brilliant figure cut from an advertising poster. The balance in the window was cleverly obtained by the use of accurately placed steak sets at each side of the picture of Santa Klaus. This idea of symmetry was further carried out by the four bright serving trays and towel racks, and the unique use of

(Continued on page 56)

Live Wire Henry's Sales Tips to His Son

Being a collection of humorous letters on a serious subject from a successful hardware merchant to his son, who has just decided to follow in his father's footsteps

By Bernard G. Priestley

Illustrated by Tony Sarg

LETTER NO. 1



DEAR SON:—If the words in your letter had come in through the keyhole one at a time and danced a jig on my desk before forming into sentences they could not have surprised me more than they did.

So, after all your wanderings, and your attempts at other pursuits, you have returned to the merchandising field and started your own store!

During your school days, when you used to putter around my store in spare time, I often chuckled to myself: "Going to be just like his pa." But when you forsook storekeeping, after finishing high school, and went out into the world to cut ice on other ponds, I added a word to my expression, making it: "Going to be just like his pa—isn't."

Guess, after all, you were cut out for a storekeeper, eh boy? Well, give the business the best you have and you'll get your just

rewards. And, if the old gentleman can be of any service, call on him. Anyway, I'm going to volunteer a few tips on selling.



"The young man doesn't seem to wish to sell me anything," she complained.

These I'm going to send you via the Will Hays messenger route—small earfuls on each of five subjects. The first one, which I'll discuss in this letter, I'll call, "Smile, Satisfy and Stay With 'Em."

ial contortion. It reaches to the very heart of the "smilee." He smiles in reality not only behind his teeth but with his voice and actions.

And smile on EVERY customer, regardless of appearance.



You can't tell the extent of a man's pocketbook by the way his trousers are pressed.

May sound a little odd, this topic, but you'll find, I'm quite sure, there's something adaptable to your business in it.

Remember, merchandising is about the same old art wherever it's practised—whether you're trying to sell hair bleach to blond-haired esquimaux or hot water heaters to South Sea Islanders—and what's sauce for the business goose here is sauce for the business gander out your way.

To get back to my subject: When I say smile at your customers and insist that your salespeople do the same, I don't mean that you should adopt the "I smile to customers because I have to" attitude. I mean to smile naturally and radiate enthusiasm. A genuine smile is more than a fac-

You can't tell the extent of a man's bank account by the way his trousers are pressed.

The other day an elderly lady came into the store. In appearance she looked like a walking poster soliciting aid for starving Russia. I watched one of the clerks go to wait on her. He smiled at her—oh yes—like a tiger looking into the barrel of a rifle. They exchanged a few words of conversation. Suddenly the woman turned on her heel and started to leave. I chased after her.

"The young man doesn't seem to wish to sell me anything," she complained.

"I'm the proprietor," I declared, "and I am very sorry the clerk
(Continued on page 58)

Good Fixtures Are the First Step Toward Show Windows That Reap Profits

An old hand at the game tells how one hardware clerk took the amateurishness out of his display windows, and, with proper accessories and tasteful grouping, made the windows bring business to the store

By R. H. Heller



LAINLY speaking, Bob, the trouble with our window displays is that they are amateurish—and they look it,” said old Jim Goodhue.

The two partners of the hardware firm of Goodhue and Davis had been discussing methods for increasing their business.

Conditions had changed greatly since the war.

Then the only problem seemed to be that of getting enough merchandise to supply clamoring customers. The firm's window-trimmer had enlisted and his loss was scarcely felt. Business seemed to increase whether the windows were trimmed or not.

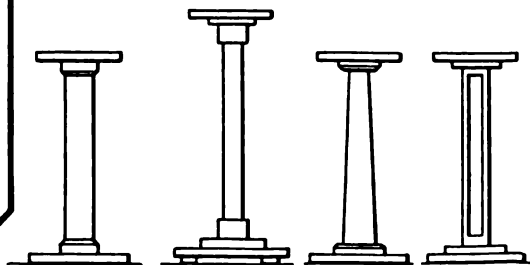
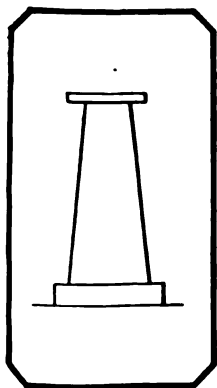
Now, however, it was apparent that the firm was not doing as much business as it should. The partners have decided that the window displays ought to be improved.

“Well,” said Bob, “I’ll agree that our displays haven’t that finished, pro-

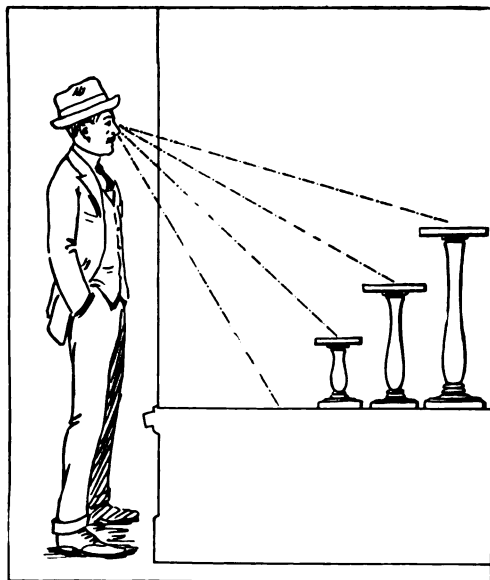
fessional look which they should have. The trouble is, we allow any one of the store force who is not busy to try his hand at them.”

“Yes, and we don’t insist on anyone trimming them regularly,” added Jim.

“All right, then,” said Bob “We’ll appoint someone to be responsible for changing the window trims ac-



The T stands should be anywhere from 9 in. to 2 ft. They are handy for holding everything from small show cards to hunting coats



Display pedestals elevate the merchandise placed at varying distances from the window so that it remains the same distance from the eye

Sales, how to mend broken wax figures and such information. Very little was said about displaying hardware.

The magazine devoted columns to featuring displays of the leading department stores of the country. The only hardware display in the first two issues that Eddie found was one which showed a wax figure of a beautiful woman, dressed in a Fifth Avenue gingham gown, standing beside a three hundred dollar refrigerator. The balance of the display showed hand painted china—quantities of it.

Old Jim Goodhue nearly frothed at the mouth when he saw

"Shades of E. C. Simmons," he called, "and they call that a HARDWARE display!"

After this Eddie wrote to several manufacturers of display fixtures who advertised in the magazine he received. But there wasn't much help in the catalogs and circulars either. Eddie realized that what he needed was probably shown in them, along with the wax figures, necktie racks, etc., but as he did not know what he wanted, he was naturally not able to order anything.

Eddie decided the only thing to do was to go to some one who knew what the hardware display man requires. So with the permission of his employers, Eddie travelled to the big city and sought out the display man of the leading hardware firm there.

From him Eddie learned that hardware window display work
(Continued on page 62)

cording to a regular schedule."

After some thought they decided on Eddie Speed. Eddie had worked for the firm long enough to acquire a fairly good knowledge of general hardware. He usually looked after placing the firm's advertising in the weekly paper and had occasionally trimmed a window for them.

So Eddie was appointed display manager of Goodhue and Davis, with instructions to "get the windows out of the amateur class."

He realized that his first job was to find out how to become a professional window-trimmer, and next to learn what the proper equipment was. So he obtained some books on window display, and got the firm to subscribe to a magazine devoted entirely to the subject, the name of which he obtained from the public library.

The books dwelt largely on puffing, draping, January White

Winter Golf Schools Prove Money Makers for Many Merchants

A new field for the sale of sporting goods has been opened up that live, wide-awake hardware concerns have not been slow to take advantage of

By D. G. Baird

HARDWARE firms have discovered that they can run a golf school with a miniature course in their own stores and do it with profit. It not only offers an opportunity to the uninitiated to learn the game and the professional to improve his stroke, but it opens up vast possibilities for the sale of sporting goods.

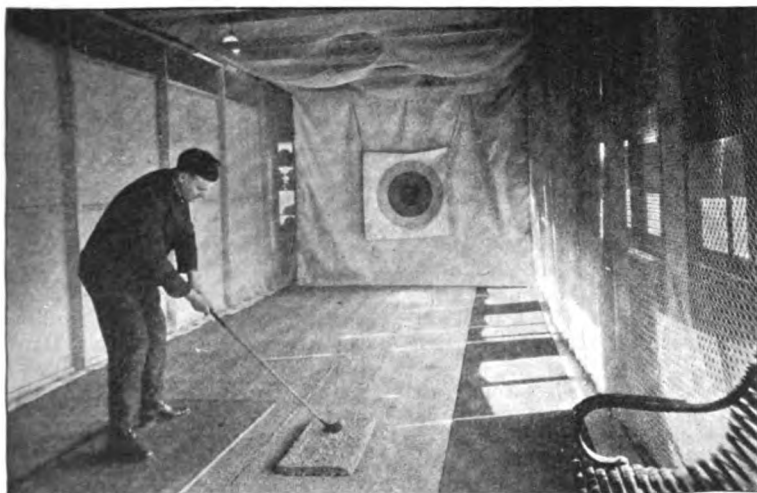
Two such schools were operated with highly gratifying results in Detroit last winter by the Henry G. Weber hardware store and the T. B. Rayl Company, both in the very heart of the city. Others are springing up in all parts of the country.

"At the time we put on our course," said J. A. Brown, general manager of the Rayl store, "we hardly expected it to pay in actual tuition. But we didn't care for that. We considered it an advertising proposition.

"The school is a splendid thing for our customers, offering as it does, an opportunity to learn the game or to put themselves in form,

and it brings a lot of high class trade to the store. Many old customers come, but many new ones also come, and *all* bring in friends to buy their golf equipment.

"As it has turned out, the school is actually paying a profit from tuition alone, besides the advertising and the sales of golf and sporting goods it brings us. We are highly pleased with the venture



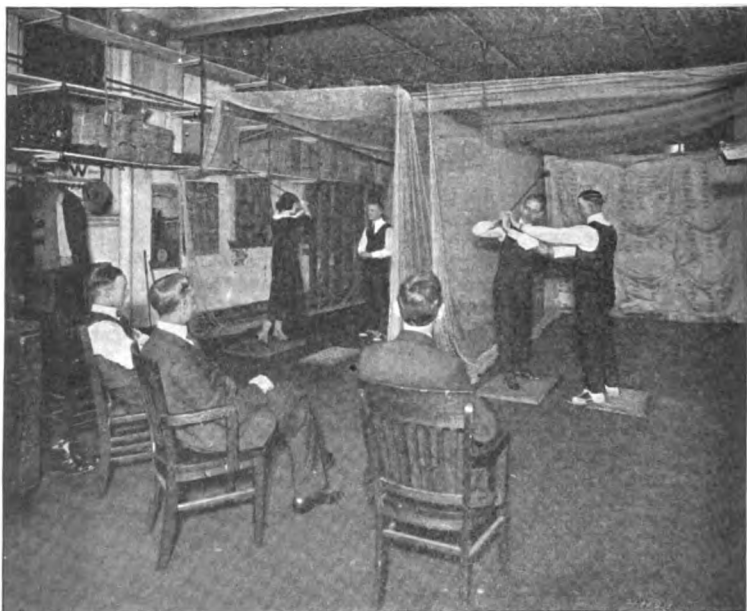
One Detroit store uses a target for its student golfers to shoot at, while another prefers pockets. Both systems are good.

and expect to repeat it every winter."

Henry C. Weber, proprietor of the other hardware establishment which promoted such a school, expressed himself as being very highly pleased with the results.

"I get the advertising and the business arising from the presence

ranking to give such a course is to employ a golf professional. He can usually be obtained for the winter months from any club. The terms will vary according to circumstances. In the Rayl school, the firm employs its professional at a salary of \$30 a week, plus one-third of all tuition received, plus



The professional instructor giving a pupil pointers in holding his club while others in the class look on and learn.

of the school in my store," he said, "and in addition, the instructors pay me a small rental for the space, so why shouldn't I be pleased? The school has been a splendid success and I shall certainly want to repeat it each season."

These two schools enrolled several hundred students during the past season and no doubt will do even better this winter, because they are now established and known.

The first thing to be done in ar-

10 per cent of sales of golf equipment which he sells. The firm furnishes all equipment for the court.

In the Weber school the two professionals in charge furnish their own equipment and split fifty-fifty with the firm on tuition. They also get 10 per cent on sales they make.

Floor space of about 11 x 25 feet or more will be needed and a net stretching all around this and overhead about nine feet high. If

(Continued on page 70)

WONDER HARDWARE CO INCORPORATED

62-64-66-68-70 NIFTY AVE

TELEPHONES:

JAZZ BO 66889

TODDLER 70000

BLADE 11111



BOARD OF DIRECTORS

JOHN W. HILL
WILLIAM H. HILL
T. H. HILL
JAMES H. HILL
FRANK H. HILL

BRANCHES

66 N. 11th - ALBANY
101 N. 11th - PHILADELPHIA
101 N. 11th - PHILADELPHIA
101 N. 11th - PHILADELPHIA
101 N. 11th - PHILADELPHIA

PIZZARO MCGINNIS & DRAPER HARDWARE

THIS LETTER-HEAD SURE HAS A PROSPEROUS LOOK, IT CONTAINS AS MUCH DOPE AS A PAGE FROM A BOOK,

WHILE THE FIRM OF PIZZARO, MCGINNIS AND DRAPER, WRITES ALL CORRESPONDENCE ON THIS SIMPLE PAPER:



BUT, LOOK, GENTLE STRANGER - THIS PICTURE PORTRAYS "THE WONDER" ON ONE OF ITS BUSIEST DAYS,



WHILE HERE WE ARE HAPPY TO PICTURE, IN TURN, THE PIZZARO, MCGINNIS AND DRAPER CONCERN!

(Copyright by Mail & Express Co.)

LIFE'S LITTLE JOKES

By Goldberg

EDITORIALS

Boiling It Down

When we were a good deal younger than we are now we used to spend part of our time every Spring in a sugar-camp.

We have tasted the sap all the way from the tree to the marvelous wax that comes from dropping the hot syrup on the melting snow.

There is sugar in the sap just as it comes from the tree but there is also so much water that you can hardly taste the sugar. But boil it down and you get delectable maple syrup—the boon companion of the flapjack and the corn fritter.

So when we came to getting out a magazine for busy hardware men we decided that we would handle the material just as we handled that sap back in our sugar camp days. We started the Editorial pot aboiling.

First we boiled down the size of GOOD HARDWARE—so it would fit nice and snug into the pocket of the merchant who wanted to take it home at night. Then we decided to take hold of the vast quantity of material that comes to us from all parts of the country and boil that down. Everything that went inside the magazine, we decided, would be boiled hard until all the water was out and only the rich syrup left.

Our readers are too busy, we figured, to wade through a lot of long-winded articles, however good they might be. They want to get right down to the rich syrup that contains the nourish-

ment—and they want to do it in the shortest possible time.

On these specifications we built GOOD HARDWARE. On these specifications we are filling it each month with valuable, practical information for the busy hardware merchant—always cutting out the waste and boiling things down.

It is obvious that we couldn't begin to print the raft of material that our numerous correspondents keep sending in. It is just as obvious that no merchant has the time nor inclination to read it all.

And so it becomes our job, as we see it, to comb through the mass of information which we get each month, carefully selecting the best and the most practical ideas and then presenting them to our readers in digest form. The marked success with which GOOD HARDWARE has met among retailers is due largely to the fact that we have eliminated all the hokum—squeezed out all the water—told the merchant in San Diego what the fellow up in Maine was doing—in short, we have passed on to hundreds of merchants sound, valuable ideas that other merchants have worked successfully.

We believe that it is only by conforming to such a policy that a trade magazine can live and be useful and helpful to merchants. We believe that these merchants have no time for any other sort of trade journal. And the ever-increasing popularity of GOOD HARDWARE seems to be bearing out our judgment.

The busy man has few idle visitors; to the boiling pot the flies come not.

~*~

A blotter absorbs everything and gives out nothing. Don't be a blotter.

~*~

The successful man, unlike the poet, is made, not born.

~*~

We thought you might like to know that it's a serious offense in England to hoard nails.

~*~

The next time you have a sale of axes it'll come in handy to know that an ambitious man, in spare time, working for thirty years can chop 6,207 cords of wood and annex some 40,000 filthy dollars!

The "Anti" Pest We note that the Springfield Chief of Police has endorsed the Anti-Noise movement and prohibited the "Dangerous Three-Year-Olds" to ride their scooters or their play automobiles on the streets of that metropolis.

So we take a long breath and let out an indignant snort that sounds like the camel's "Ur-rump!" in the immortal Just-So story.

This breed of virtuous, highly respectable "Antis" will never be extinct until we all stand up and register a protest that will make the skies ring. Between the Anti-Tobacco, the Anti-Light Wines and Beers and the Anti-Noise movements, the sound of our national anthem—you know, the part about being "the land of the free and the home of the

brave"? it's all gettin' kinder dim and faint in the distance.

Isn't it far better for the children to play on the sidewalk than it is in the streets, where the automobiles run the mortality rates higher every year? Each day we read of some child who was killed "playing in the streets." Let them use the pavement for their games, even if it does compel a few of us to lift our heels when the future citizens "crack the whip" around the corners!

We believe that our readers are opposed to this movement which discourages the use of wagons, skates, Kiddie Kars and tricycles, and hope that those who feel as we do about the Anti-Noise movement will write and tell us so.

A Bigger Paint Business "Save the Surface and You Save All."

That slogan will be seen all over America during the coming year—and the movement behind it ought to bring a great many extra dollars into the pockets of hardware merchants.

Starting out with the determination to "make 1922 the greatest paint and varnish year," the Paint Manufacturers' and the National Varnish Manufacturers' associations have launched what will probably be the greatest campaign of its kind ever attempted.

Everything is to be done in a big way. A big organization has already been established, thousands of dollars will be spent, no effort will be spared. Newspapers and magazines all over the country will be asked to co-

operate in telling people to use paint and varnish. Posters will be distributed everywhere. Whole page advertisements in several national magazines will be used to drive home the benefits to be derived from painting up.

As a result of this campaign the hardware merchant cannot fail to reap a rich harvest. But it will pay him still further to tie up directly to the "Save the Surface" campaign. For one thing, he should see to it that his stock of paint and varnish is right up to the mark. Second, he should display his paints prominently and attractively now if he never has done so before, that people who are reading and hearing all about "saving the surface" will think of it when they are in the hardware store.

Still another way in which the merchant might tie up to the campaign is to clip from the magazines some of the big, attractive advertisements which the committee will publish, and display these on his windows or in the store. And lastly, he should write to the Save the Surface Headquarters, The Bourse, Philadelphia, for literature and other material that will help him benefit by the campaign.

Help the Red Cross! Every merchant has troubles of his own and in addition is always being asked to bear the troubles of a lot of other folks. As a general rule, we don't believe in piling on.

But when the Red Cross people come along and ask us to please remind our readers that it needs money to carry on its work, our conscience just won't let us ignore it.

The Red Cross is a magnifi-

cent institution. To us it represents the human, beating heart of America—all that is fine and generous and noble in America.

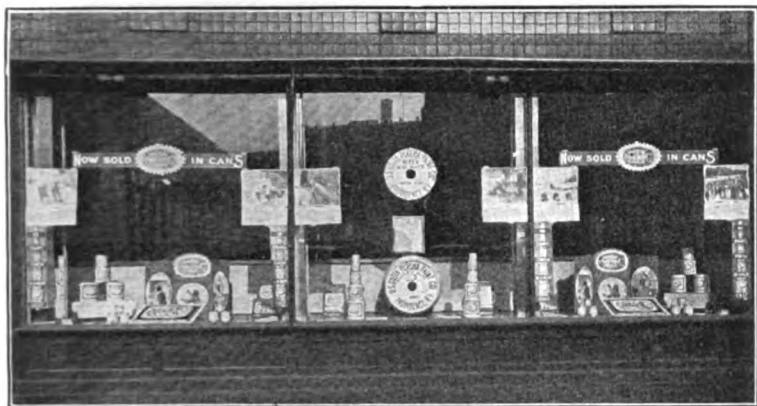
People are sometimes apt to speak of the Red Cross as of an organization with which they have no connection. Yet it is their Red Cross—your Red Cross, just as the Army and the Navy are your Army and Navy.

Now, the Red Cross calls upon you to pay your membership dues for the coming year. The annual Roll Call will be held November 11-24. It needs your help to carry on its public health work, its work for the disabled soldiers. You are a part of the Red Cross. If it fails, it will be the fault of the American people, not of the Red Cross. For the Red Cross is made up of the American people. It will be your fault.

When you think of the Red Cross, think of yourself as a part of it. Think of yourself as helping in the task of relieving misery and suffering throughout the world. And do your duty by all the other members by paying your dues.

The 'Xmas Number The Christmas number of GOOD HARDWARE is going to be a record one for a whole flock of practical ideas that will keep the holiday stock moving like the bachelor maiden's cat on a gas heater.

Lots of pictures, lots of good selling "stunts" that have worked out for other merchants at 'Xmas time, handfuls of helpful hints on miscellaneous stock, not forgetting the big feature articles!



Three large windows of the Schroeder Paint and Glass Company of Detroit, Mich., devoted to a display of Barreled Sunlight

Featured by leading dealers

PROMINENT dealers throughout the country are finding unusually rapid turnover and real profits in selling Barreled Sunlight today.

This paint specialty is now being used in buildings of every type—homes, apartment houses, hotels, office buildings, stores, shops and industrial plants.

Wherever a white, washable finish is desired it is the ideal coating.

Its smooth, lustrous surface will not collect dirt. Can be washed like tile. Costs less than enamel and is much easier to apply.

Will not sag or lap. Contains no varnish, so flows readily from the brush and leaves no marks. Sold in barrels and half-barrels—also in cans from half-pint to five-gallon size. Sample can will be sent on request.

Communicate with us or with our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.

45 Dudley Street, Providence, R. I.

Barreled



The Rice Process White

Sunlight

Your Assurance of the Utmost in Rope Value

EVERY coil of Whitlock Manila now bears this orange and black label—the trade mark of superiority.

If you are a dealer whose trade demands quality rope at reasonable price, or if you are a rope user and wish to save money, write today for the new Whitlock Catalog. And ask for the Whitlock distributor in your territory.

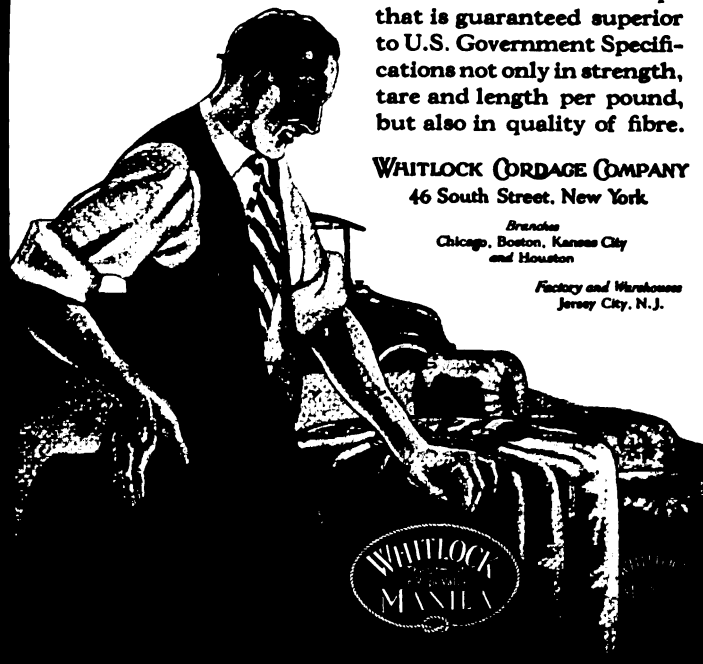
WHITLOCK CORDAGE
THE UTMOST IN ROPE VALUE

Whitlock Manila is the rope that is guaranteed superior to U.S. Government Specifications not only in strength, tare and length per pound, but also in quality of fibre.

WHITLOCK CORDAGE COMPANY
46 South Street, New York

Branches
Chicago, Boston, Kansas City
and Houston

Factory and Warehouses
Jersey City, N. J.



How the Titus Co. Sold \$25,000 Worth of Goods in One Day

By Walter Engard



OW the L. C. Titus Company, of South Charleston, one of the livest hardware and implement concerns in Ohio, start the New Year off with a public auction sale that not only brings them in thousands of dollars but attracts people to their store from every portion of their county, is a story that should interest every hardware merchant.

Last January they put up more than \$25,000 worth of merchandise at auction, and nothing that was offered to the highest bidder was left unsold.

This January they are counting on even bigger results, as the whole countryside knows these sales and watches for them.

With their plans all completed and a large list of merchandise made out, they start in to advertise this "Grand Spring Opening" far and wide, using whole page advertisements in their local paper, together with half-page advertisements in all the papers of the surrounding towns.

The advertising program started last January just one month in advance of the event. Everybody was reading and talking about the great Titus Company's sale. It was the chief topic of conversation among the farmers, and as a result hundreds of people from all over that section of the country came to South Charleston to attend the event.

On the morning of Saturday, January 8th, everything was in readiness for a big day. Articles to be sold were displayed upon the implement sales room floor, out on the side walk and even in the street, and in front of the storage rooms. Everything was so arranged that the auctioneers, when through selling one item, would step on to the next.

More than \$25,000 worth of merchandise was offered. Two auctioneers were employed to cry the sale, and promptly at 10 o'clock the selling began. From

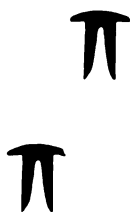
then on until dark it was livelier than a county fair. Everything put up was sold regardless of price, no by-bids whatsoever, and the highest bidder walked off with the goods no matter how cheap he might have bought them.

Advantage of this opportunity was taken for cleaning up a lot of odds and ends that had accumulated during the years. Second-hand cream separators that had been taken in on new separators were disposed of. Old, out-of-date implements were also sold.

The sale proved a success in every way. Bidding was active and goods sold well.

Sharpens Knives Free Sells More Sharpeners

RECOGNIZING the fact that a few housewives have facilities for keeping their knives sharp and that many of those who do have such facilities know little of the art of sharpening, a hardware dealer introduced a kitchen knife-sharpener by advertising that he would sharpen knives free on a certain day. A large number of knives were sharpened and many sharpeners were sold in this unique way.



Tubular and Clinch Rivets

OUR rivets are the product of fifty years of development and research.

The perfect driving qualities, smoothness of clinch, and appearance of the finished work all make them appeal to the practical user.

*Order a supply from
your jobber today*

Tubular Rivet & Stud Company
Boston, Massachusetts





Start a Store Paper! It Keeps Business Humming and Builds Up Good Will

With some practical illustrations of live hardware firms that have tried it and found that it paid

By A. S. Libby

THERE probably isn't a hardware merchant today who hasn't asked himself how he can better advertise his merchandise and increase his list of customers. For many of them there is one solution—a store paper. Whether a firm is large or small there is some sort of a paper that it can publish with profit.

The number of successful store papers has increased to a remarkable extent in the last few years simply because hardware merchants have realized that building up the good will of their trade through the medium of a snappy, interesting publication means actual business for them.

There are lots of things to think about, however, in getting out an effective and interesting store paper. It is not a task to be undertaken lightly. You may be able to bring out the initial is-

sues with marked success as the result of your first flush of enthusiasm, but the crest of the wave will not carry you beyond four issues, at most. To be really successful, it entails a large slice



All over the country hardware merchants are publishing store papers. Some are humorous—some serious—but they are all bringing in more business.

Weather, Probable
Winds and Clouds
Moisture Fair and
Clear

A PAPER FOR PEOPLE WHO THINK THEY THINK.

The Bughouse Bugle

CIRCULATION BOOKS OPEN TO ALL ON SUNDAYS

Large Words
Little Sense
Some News

VOL. 1 No. 11
BRIDGEPORT, CONN., MARCH, 1921
PRICE ONE SALTED PEANUT

LEAVES BOSTON

ATWATER HONORED MUSICALLY

Bridgeport, Conn. — Fred Atwater, Treasurer of The Columbia Club & Bolt Co., manufacturer of the newly issued Columbia Lock Bolt and Gun Nut Locks has been elected Honorary Member of The Bridgeport Symphony Orchestra, probably the first of the "bolt" and nut on the "phone."

This decision was unanimous on the part of the Board of Directors and will result in a program of music to be given by the orchestra at the home of Mr. Atwater.

Man Prominent In Railroad Circles Moves To Chicago

It will come as a distinct surprise to his many friends to learn that Howard Patten Cook, Traveling Representative of The Columbia Club & Bolt Co., with headquarters in Bridgeport, Conn. is to leave for Chicago, Ill., tomorrow morning, to take up his residence in that famous metropolitan city during the continuance of the Second and Main-tenance of War Convention, March 10th to 15th.

In coming to the decision to leave Bridgeport for the West Mr. Cook, an excellent insurance agent and reporter of the "Intervener" Guide, had before said, that while he had expected to stay in Bridgeport, he was now going to Chicago, Ill., to take up his residence in that famous metropolitan city during the continuance of the Second and Main-tenance of War Convention, March 10th to 15th.

It is predicted on all sides that Mr. Cook will rapidly build around himself a circle of good friends, and one person who will be sought by every insurance agent in the community, and who will read him.

WIRE BRIEFS

Over Our Tamed Wire Service. The Latest News About It. See Below.

James P. McKeown, N. Y. A. — Former chief of the New York City Police, who was shot and killed by a mobster, will have a funeral in New York City, tomorrow, at 10 o'clock, at the residence of his wife, Mrs. McKeown, at 100 West 10th St.

Andrew P. McKeown, N. Y. A. — The Deputy Chief of Agriculture in a world of the United States, who was shot and killed by a mobster, will have a funeral in New York City, tomorrow, at 10 o'clock, at the residence of his wife, Mrs. McKeown, at 100 West 10th St.

William P. McKeown, N. Y. A. — The Deputy Chief of Agriculture in a world of the United States, who was shot and killed by a mobster, will have a funeral in New York City, tomorrow, at 10 o'clock, at the residence of his wife, Mrs. McKeown, at 100 West 10th St.



HOWARD PATTEN COOK

NOTICE.

Complaints have been received lately regarding the delivery of The Bughouse Bugle. We are loath to believe that your opinion are guilty of negligence, as every day is selected with great care and after investigation of his moral and general fitness. We suspect a wholesale conspiracy on the part of jealous rivals to steal the paper's subscriber list. We are investigating. So if you don't get this copy, let us know.



The "The Bughouse Bugle" is published weekly by Frank A. Bughouse, of Boston, at 100 West 10th St., and is published by the Columbia Club & Bolt Co., Bridgeport, Conn. This week, March 10th, is devoted to the "Bolt" and "Nut" and is published by the Columbia Club & Bolt Co., Bridgeport, Conn.

This is an example of a paper that amuses and thus creates a friendly feeling and builds good will.

of time and care, not to mention some knowledge of the sort of material your customers will want to read.

It must become a part and parcel of your business, to be given the same amount of thought and labor as you would spend in choosing an Efficiency Expert. For that's what a store paper can be for you—an efficiency expert—and it will be if it's handled properly.

We find, upon analysis, that those papers which have had the most profitable and long-lived existence have been started as simple, mimeographed bulletins. When the bulletin has begun to be known

and watched for, when you have had unmistakable proof that the circularization of it among your trade has resulted in sales, then is the time to elaborate in a manner commensurate with your actual profits from it.

The size, the method of printing, etc., must depend, naturally, upon the individual and peculiar needs of the store publishing the paper. One of the most popular methods is a paper, size 9 x 12 inches which opens up to an 18 x 24 sheet that can be used very effectively for a display ad. Cuts should be used judiciously and prices clearly indicated.

I have before me some inter-

esting examples of successful store papers, printed on a large, medium and small scale.

"The Booster," published by L. F. Wolf Hardware Co., of Mt. Clemens, Michigan, is a sturdy, monthly magazine of 28 pages, printed in the interest of successful farming. The Wolf Hardware Company is situated in the center of an agricultural district and draws most of its trade from the farmers in the surrounding vicinity.

Through "The Booster," this concern has thoroughly circularized the farmers and taught them that they save time and money and get more satisfaction out of goods bought from a neighbouring town. Half their success in reaping profits that would otherwise have been gobbled up by the big mail-order houses, the L. F.

Wolf Hardware Co. lay to their publication.

Pierson Hardware Co., Pittsfield, Mass., get out a clever four-page folder, "Hardware News," filled to the brim with pithy epigrams, jokes, verse and timely tips on seasonable goods. The third page is devoted to articles stocked by them, prices and friendly advice about "Buying Now."

The Murray Co., of Honesdale, Pa., have a unique scheme of their own. They take space on the back page of their local newspaper and run personal items about their employees, their sales and customers, and other interesting news-bits.

The employees in the store supply "Bob" Murray with the items and he prunes and shapes them into such clever stuff that the

(Continued on page 72)

EVERYTHING FOR THE FARM NEWS

Published By MURRAY CO., Honesdale, Pa.

Holt Brothers Honesdale's Quick Fix Repairs lost considerable time and money on account of the lack of electricity to drive their motor. But they are now ready to solder and heat you in a very few minutes. A 3-horsepower Hercules engine is furnishing the kick to fix the breakers.

Otto Rubland, whose postoffice is Narrowsburg, N. Y., but who lives in Wayne county, wants to hire a good, careful, industrious married man. If you are one of those kind of fellows and want a job, write to Mr. Rubland.

The Jackson & Co., of Tyler Hill, did not get their ice in January, but they are all ready for Feb. 1st. One of our 122 50 lbs. Plows will do the cutting.

Thos. Metteland, of Pleasant Mt., is one of the latest recruits to the Wonder Washer Army. The armistice of Nov. 11th. does not affect this army. They fight regularly each

Monday, but the battles are short, for they have wonderfully wonderful Wonder Washers to help. It don't take long to lick the work out of washing with these weapons.

L. H. Arnold, of Clinton, was one of our visitors last week, and says the only trouble with his New Idea Pipeless Furnace is that on these days of moderate weather it's too warm to stay in the house. That's the only kind of complaints we receive. Beats all how well they do the trick. Ask Nat Sargent, of Beech Grove. He knows.

Quintin Murray of the Tank Corps in France writes us that he will be home in time for the "Big Victory Opening" on Mar. 25, 26, 27 and 28. Hope he brings a tank with him. That's the only thing we may be short of to have a real celebration. We'll tell you more about it later. Bob, the Food Administrator, says all restrictions are off, so don't be afraid of coming hungry. Yes, we'll have sugar in the coffee, too.

Wm. Post, of Hamlin, has presented Mrs. Post with a Wonder Washer and Wringer. Some present, we'll say. Better make your wife happy. A Wonder will do the trick.

C. I. Hopkins of Rileyville, is recovering the roof of his ice house before re-tiling it. Our Maple City roofing is just the thing for this purpose as it is a non-conductor of both heat and cold. How's your roof?

Henry Gumroe, of Aldenville, says every farmer should own a good clipping machine so that he can keep the horses and cows trimmed up. Henry practices what he preaches, so he purchased one. They cost \$9.75.

That silk shirt we advertised last week belonged to Frank Jenkins, the Music Man. Frank was down to our "After the War" sale and became so excited over the low prices he went away and left the shirt on the counter. S. Bald had saved enough on the hardware he purchased to pay for the shirt.

EVERYTHING FOR THE FARM. MURRAY CO.

HONESDALE, PENNA.

Reduced illustration of the type of "newspaper within a newspaper," published by the Murray Co.—the most original form of retail advertising we have ever seen.

**24,000,000 Gallons
of
ICE CREAM
LAST WINTER**

*There is a real
demand for
ACME FREEZERS
right now*



The illustration shows a large, cylindrical can of an ACME Freezer. The can has a handle on top and a spout on the side. The label on the can features the text "ACME FREEZER" in large, bold letters, with "RITTER CAN & SPECIALTY COMPANY" and "PHILADELPHIA, PA. U. S. A." below it. A small circular inset on the label shows a family of four (a man, a woman, and two children) sitting around a table. To the right of the can is a bowl of ice cream with a spoon, and a large, dark, circular background behind the can and bowl contains the text "24,000,000 Gallons of ICE CREAM LAST WINTER".

Are you cashing in on Winter Ice Cream?

In the month of November alone last year 8,800,000 gallons of ice cream were consumed in the U. S.—at a time when prices were at their highest peak.

This winter, the consumption of ice cream will be far greater. There will be a big demand for a good freezer that is cheap, sanitary, and easy to operate.

The merchants who push ACME FREEZERS will cash in on this demand for ice cream this winter. Order a sample line from your jobber.

TWO SIZES:

2-qu. rt Tin
Retail for \$1.25

2-quart Galvanized
Retail for \$1.50

4-quart Tin
Retail for \$2.25

4-quart Galvanized
Retail for \$2.50

RITTER CAN & SPECIALTY CO.
PHILADELPHIA

Factory Selling Agents: BEH & CO., 1140 Broadway, New York

Acme Freezers Sell all the Year Round

California Hardware Firm Stages Big Pumpkin Contest Every Fall

Cornwell & Kelty, of Glendale, Calif., say that these contests are a big success, as they stimulate trade and bring many new customers to their store.

PEOPLE of Glendale, California, often stop to inquire of the hardware firm of Cornwell & Kelty about their next annual pumpkin contest. The interest manifested by the public in past years has caused the firm to repeat the event, and the contest to be staged this Fall is expected to produce more results than any of the preceding ten, although each year has seen a great number of participants.

Through commission merchants, the Company is hunting for the largest pumpkin that can be found. Last year the pumpkin was obtained from a grower near San Francisco at considerable cost. It weighed over 120 pounds and presented to the guessers of Glendale a knotty problem.

It was placed in the window, which had been trimmed with fence rails, corn stalks and other material to give a rural effect, and a card at the back of the display read:

Here's What the Card Said

HOW MUCH DOES THIS PUMPKIN WEIGH?

Make your guess in pounds and ounces.

A prize to the man, woman, boy and girl whose guesses are the nearer in their respective classes.

Man's prize—razor.

Woman's prize—electric iron.

Boy's prize—roller skates.

Girl's prize—tennis racquet.

Contest closes Hallowe'en, Oct. 30, at 5 P. M.

Drop your guess in box inside the store.

Coupons were furnished to the guessers with proper blanks, and inside the store there was a large box with a slot in the top. Guessing started about ten days before Hallowe'en and the interest continued right up until the last evening, when the store and sidewalk were both jammed with people curious to know the outcome.

Furnished Good Mailing List

Last year nearly 4,000 names were registered on the coupons. This made an excellent mailing list for the store. And besides that, business was good during the ten days of the guessing, and the free newspaper publicity which the contest received was worth hundreds of dollars to the firm.

Many new people were brought into the store through this plan. The father of the boy winner in one contest, brought to the store by the son's success, came in later and bought a pressure cooker and other equipment; and business from other new customers came in freely after the contest had got them acquainted with the Company.

"The fact that we are putting on the contest this year for the eleventh time," said a member of the firm, "is evidence that it is getting better each time—otherwise we would drop it. As it is, it has become an institution with us."

While Cornwall & Kelty use the contest as a Hallowe'en feature, it can be successfully put on at any time during the Fall or Winter.



DESOLVO

The Patented Drain-Pipe Cleaner

The principle upon which Desolvo operates is so unique—so different from the ordinary drain-pipe cleaner—that patents have been granted protecting Desolvo from all infringement. The only way to get Desolvo results is to get the product in the Desolvo can.

Desolvo is a patented combination of minerals that generate intense heat and powerful gases as soon as they are mixed with COLD water.

The mixture is heavy and as soon as it is poured into a blocked pipe immediately seeks and finds the obstruction. The violent heat and action quickly dissolve and disintegrate the grease, soap, rags, hair, paper or other organic matter.

Desolvo is a rapid seller if you let people know you have it. Guaranteed to do the work and not to injure pipes or connections in any way.

Order through your jobber. If he does not carry Desolvo write direct, giving jobber's name.



K-K

**Cleans Closet
Bowls**

A product that
should be in every
home. Once tried
always used

THE CHAMBERLAIN CO.
PITTSBURGH, PA.

Dealer Believes in Displaying Oil-Cloth

SOME merchants think that a staple such as oil-cloth cannot be pushed and that when people want it they will come in to ask for it, and they will not come in before.

A California hardware and furniture store has taken the backbone out of that theory. It considers oil-cloth no more of a staple than paints, and it has found that paints are susceptible of boosting—that people are daily being educated in the economy of covering surfaces and in the satisfaction of cleaning up. The same applies to oil-cloth they have discovered. And the discovery came about as the result of an accident.

Over on the household side the hardware man was unpacking a shipment of oil-cloth one morning when a woman came in and saw it. Immediately she thought of a need for it.

"New oil-cloth? What's that little blue checked pattern worth?"

The merchant told her.

"Well, I guess I might as well take some now as wait and forget it. I've got to cover my table. Give me two yards for that and another yard for in front of the sink. Three yards."

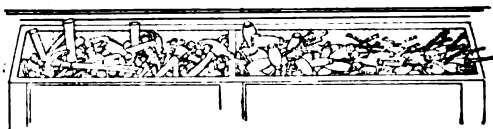
With that as an opener, the merchant constructed a trough-like rack from which to show the ends of the patterns. He fitted pegs into the uprights on which the rolls could rest and the ends let down into view. In the



Oil-cloth can be displayed to advantage on racks like these and the trough-like arrangement on top is convenient for stocking the rolls

trough and on the shelf he stocked the rolls, the fixture combining stock space with display. It was fitted with casters so that it could be rolled to any location.

"Saturday is a good time to use this out in front," says the dealer. "Farmers are in then and it makes them think of oil-cloth."



These display bins are filled with articles which otherwise might not attract customers' attention

A Pencil Sharpener That Draws Trade

AN Eastern hardware dealer bought one of the popular rotary action pencil sharpeners now on the market. He attached it to the outside window ledge in front of his store. Above the sharpener he hung a sign reading:

"STOP AND SHARPEN
YOUR PENCIL
ON US."

The adoption of this idea has added to his reputation for originality in advertising, and attracted attention to his store. The sharpener being located near the windows, those who sharpened their pencils could not but look at the displays therein.

Uses Cash Register to Display Goods

A DEALER in an eastern city noticed that customers invariably watched the cash register on the counter as the proprietor

of the store rang up purchases. That gave him the idea of putting the cash register to good use as a display case.

He built a special stand consisting of four display bins, one at each side of the register and the others in front as shown in the illustration. In these bins are displayed all kinds of articles including nails, screws, padlocks, hammers and other tools.

The display can be changed weekly. As a rule, the dealer keeps one thing on display for about a week, featuring some article that he wishes to push to the limit.

Another dealer has devised a special glass case which is placed on top of the cash register. The case contains an assortment of shaving materials and cutlery. There is a special lighting attachment so that each time the merchant rings up a purchase the display case is lit up.

Breaking the Habit

Charley Neidel—"The doctor says I will have to give up smoking."

Mrs. Charles—"Oh, dear! Can't you hold out until I have enough coupons for the parlor clock?"

The

Columbia

TRADE MARK

Boycycle

(TRADE MARK)

EVERY BOY wants a "COLUMBIA" BOYCYCLE. It is absolutely new and original. It is magnificently built and finished in the attractive and substantial style of the famous "COLUMBIA" Two-Wheel Bicycle, whose makers build this new "COLUMBIA" BOYCYCLE.

Each BOYCYCLE is correctly built to give a natural position to the rider and insure moderate, healthful exercise. It rides noiselessly and will stand hard usage.

Regular Bicycle Features

Tubular Steel Bicycle Frames
 Bicycle Enamel ("Redient") Finish
 Ball-Bearing Wheels
 Tangent Bicycle Spokes with Nipples
 Ball-Bearing (Rat-Trap) Pedals with Rubber Treads
 Over-sized (1") Rubber Tires
 Bicycle Handle Bars and Posts
 Heavy Rubber (Barrel) Grips
 Bicycle Spring Saddle
 Nickel-Plated Trim-mings

OUR CATALOG

shows other
 High-Grade
 "Columbia Cycles"
 "GIRLCYCLES"
 "PEDI-CYCLES"
 "PEDI-CARS"
 "CYCLETS"
 "BICYCLETS"



Prices and terms cheerfully sent on request.
 Please state the name of your jobber.

STEINFELD BROS., 116-120 W. 32d St., New York

Sole Distributors of the "Columbia" Juvenile Line

CADILLAC

ELECTRIC VACUUM CLEANER



*Approved by
Good Housekeeping
Institute*



The Days Are Over

for buying any old kind of an Electric Vacuum Cleaner. Today you must give value and at a price that will attract customers to your store. The buying strike is over if you offer real value.

Cadillac Electric Vacuum Cleaners in four models, retailing at \$39.50 to \$47.50, are the real "buys." Everything that makes for real cleaning is embodied in the Cadillac Electric Vacuum Cleaner.

The New 1922 Models now ready for shipment.

Universal oversize Motors (1/7 to 1/4 H.P.), friction-driven, soft bristle brush which cannot injure the nap, no belts or gears to wear out, pistol grip handle, all castings made entirely of aluminum, highly polished. Nothing finer in workmanship or finish.

Write to obtain the Cadillac Agency for your City, also for special co-operative plan.

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 70 Duchess St., Toronto, Ont.

Capitalizing Your Old Customer

How a successful retailer out in Long Prairie, Minnesota, drew to his store all his old customers and made them his friends—and customers, for life

By John D. Nelson

Illustrated by Albert Levering

FIVE, or ten, or twenty-five years ago, a certain resident of your town visited your store, purchased something, and departed. The fact that he was satisfied with the initial purchase was evidenced by the fact that he has been your steady and faithful customer ever since.

Every merchant realizes the value of the old customer. He represents one of the store's strongest assets. He gives the store considerable prestige. Once cultivated, the old customer stands by your store through stress and strain.

How the old customer can be utilized as an important drawing-card for increased trade and sales opportunities is well illustrated by

the interesting experience of H. E. Hart, a successful retailer of Long Prairie, Minnesota. By the use of a simple plan, which can be adapted with equal results by other retailers, Mr. Hart has converted his old-time customers into an army of expert trade-getters.

Each year Mr. Hart's store conducts what is known in Long Prairie as "Old Customers' Week." At first the event was staged more or less regularly, but so successful has it proved that Mr. Hart last year decided to make it an annual event at his store.

In brief, the idea is as follows: The store sets aside a certain week in the year, when all of its old customers are invited to be pres-



The important feature of the event was a contest to determine the oldest customer of the store.

ent, to meet other old-timers of the same town or of neighboring towns and villages, and talk old times to their hearts' content. And the store's sales force is on hand to make a regular holiday of it.

Features of the week are a number of entertaining contests, in which the old folks participate with the vim and spirit of the members of the younger generation. Incidentally, the members of the town's young set are on hand to help entertain the old inhabitants.

The idea as described in this article could not only be used to advantage by retailers whose stores have long been established, especially those who were among the first of the town to start in business, but by others who can not boast of long establishment. The latter could use it in the form of "Old Settlers' Week," during which time they could have on hand all of the old residents of the particular town, instead of the old customers.

"Old Customers' Week" is a business-building idea that starts an endless chain of enthusiasm, not only with elderly people, but, with their children, grandchildren and great-grandchildren," says Mr. Hart.

85 In One Family

"The old folks like this get-together time to talk over the early days and tell of the changes that have come during their time.

"When you stop to think that one of the old couples present at our event had eighty-five descendants in this section of the country, you can see what an endless chain of enthusiasm was generated for the store by honoring the old people with this special attention and good time we tried to give them during 'Old Customers' Week.'"

Several weeks before the event the store sends out printed an-

nouncements to the entire list of customers. During the last "Old Customers' Week" the store paper contained pictures of some of the store's oldest customers, together with a number of testimonials from some of the oldest and most prominent customers.

The announcement of the event was worded as follows:

The Announcement

"Neither words nor deeds can ever repay the debt of gratitude we owe you—our old customers—nor can dedicating 'Old Customers' Week' to you fully express the deep-seated regard we feel.

"However, we have set apart this week for you, trusting that it may in some small measure thank you for long years of unswerving loyalty to this store.

"During this week we hope to meet every one of you face to face, to grasp your hand in friendly greeting and tell you how grateful we are for the splendid success you have made possible.

"We want to visit with you as you lounge comfortably in easy chairs upon the balcony or in the rest room—and hear of the days of long ago when the wonderful conveniences of to-day were entirely unknown.

"Come, visit us in this cheerful store—YOUR STORE—dedicated to serve you, your children and your children's children in such an efficient, friendly manner that you will always be glad to trade at

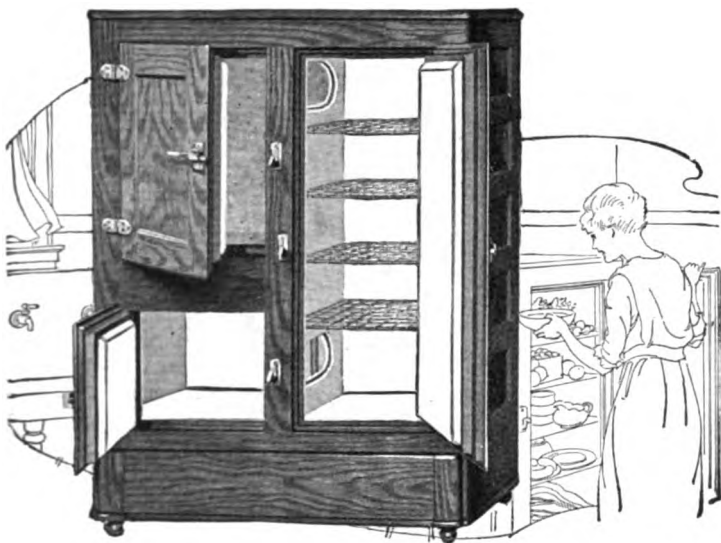
'THE STORE THAT FRIENDSHIP BUILT.'"

The announcement carried a picture of the oldest couple among the store's customers, and a copy of the following letter to the proprietor of the store:

"To HART'S,
Long Prairie, Minnesota.
DEAR FRIENDS:

"We have been your patrons for
(Continued on page 76)

THE 40th LEONARD YEAR



Leonard CLEANABLE Refrigerator

"Like a Clean China Dish"

LET the Leonard aid in making 1922 your big refrigerator year. Profit by the Leonard's prestige and ever-growing popularity. Share in the benefits of our tremendous 1922 advertising campaign which will reach 10,000,000 homes. Stock the Leonard and tell your trade about the one-piece porcelain food chamber, the rounded inside corners, the ten walls of insulation—the many other Leonard points of perfection.

Grand Rapids Refrigerator Company Grand Rapids Mich.

Chicago Office and Salesroom New York Office and Salesroom
56 West Washington St. World's Tower Building
105-110-112 West Fortieth Street

Get Ready for the GREATEST Leonard Year

One out of every seven Refrigerators sold is made by Leonard. Concentrate your efforts on this nationally advertised line of sure sellers. Standard sizes. Quick turnover.

We also make a standardized line of White Enamel and Galvanized Lined Refrigerators. Our new catalog will be gladly sent you on request.



C. H. LEONARD

SPLIT RIVETS - FROM ALL METALS - FOR EVERY PURPOSE



STIMPSON
SPLIT RIVETS

TRADE MARK
 70 FRANKLIN AVENUE BROOKLYN, N.Y.
 U.S.A.

EYELETS, HOOKS, GROMMETS, WASHERS AND SHEET METAL SPECIALTIES



STIMPSON
GROMMETS
WASHERS

70 FRANKLIN AVE. BROOKLYN, NEW-YORK

STIMPSON-RIVETS

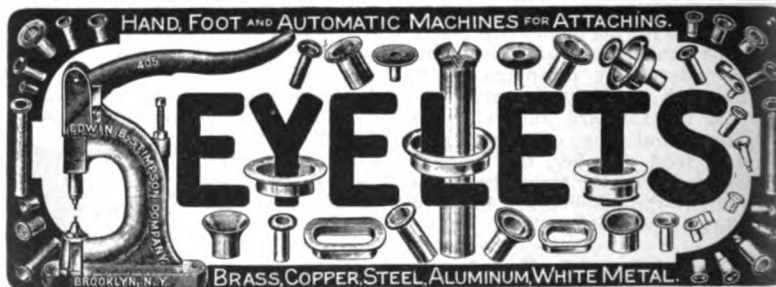


IRON BRASS
 LARGE STOCK REGULAR SIZES
 COPPER ALUMINUM
 SPECIAL TO ORDER

70 FRANKLIN AVENUE 70 BROOKLYN, NEW-YORK

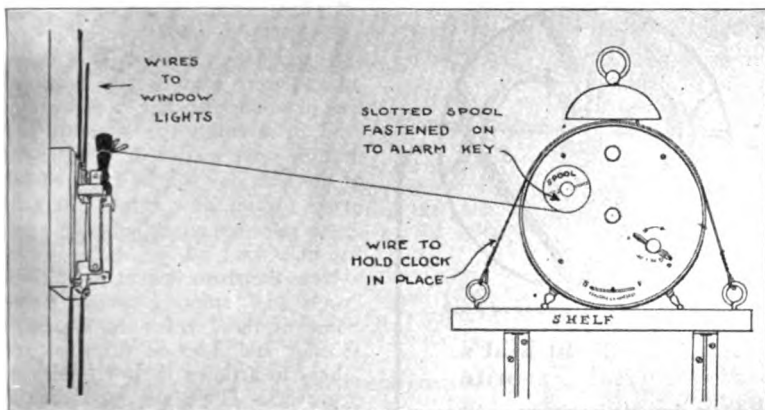
WE MAKE SCREW HEAD NAILS AND RIVETS FOR EVERY PURPOSE.
 EYELETS, HOOKS, GROMMETS AND WASHERS FOR SHOES,
 SHELTER TENTS, CORSETS, LEGGINGS, MAIL BAGS.

HAND, FOOT AND AUTOMATIC MACHINES FOR ATTACHING.



EYELETS

BRASS, COPPER, STEEL, ALUMINUM, WHITE METAL.



Clock Turns Out Window Lights

A WINDOW display that works only during the hours of daylight is performing only part of its duty. It ought to be working as long as people are on the streets. But in order to do this it is necessary to arrange to turn off the window lights at night.

The illustration shows a simple plan used by a merchant in Pennsylvania. He removed the alarm key from an alarm-clock and substituted a grooved spool. This was attached by means of a stout cord to the switch controlling the window lights. The alarm can be set to any time desired and the switch, adjusted loosely, will automatically be pulled by the clock at that hour.

This arrangement is simple and inexpensive and extends the working time of the windows by several hours. If your window space is worth five dollars a day, the use of this little plan will make it worth seven or eight dollars.

Makes the "Want Ad" Get Stove Business

IN many towns the "want ad" as business-getter is overlooked. It is considered as the medium for

the person with a room to rent or the domestic without a job—but the display advertisement is thought to be the only proper newspaper medium for the merchant with goods to sell.

The more merchants in a locality who think along that track, the better it is for the one who does use the "want" advertisement, as does a hardware man in New Mexico. As an illustration, a case in his experience will be pointed. His salesmen, thanks to their ability to run down old ranges, reported one in a home that was keeping the housewife from buying a new one.

"As old as that range is," she told the men to rebuff their persistent solicitation, "it is still good for a while and we will not invest in a new one—just yet."

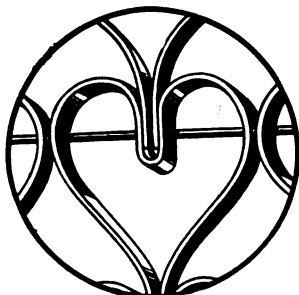
"You might if you could sell this one?"

"Oh, yes, I might if this one could be sold. But who would buy it? Is it worth three dollars?"

"Might be. Let us see what we can do."

The next morning in the newspaper was this advertisement, a "want ad":

FOR SALE—Medium size



Look for the Heart Shaped Link

The Link-Built Mat's a Universal Favorite

Most durable, sanitary and handy of all mats for homes, apartment houses, public buildings, stores, offices, factories, theaters, etc.

Sleeth Flexible Steel Mats

Substantially built of high-grade heavy galvanized steel on the chain principle—easily cleaned—easily rolled up to permit cleaning of floor beneath.

Sleeth Flexible Steel Mats sell readily and steadily wherever shown. Made in all standard lengths—special sizes to order—attractive prices.

*Write us for prices or order
from your jobber*

—for this self-cleaning mat is a real "mover" and profit maker.

FERNALD MFG. CO.

NORTH EAST,
PENN.



Range. Fair condition. Call Main 58.

By noon two women had called up and were sent to the home of the prospect for the new range. And by evening the woman said that the stove was sold. By the end of the next day she had placed her order for the new range, the only extra sales expense being 25 cents for the "want ad."

Now the store has at least three "want ads" running at all times. Some of these refer to goods of second hand class on the floor and others to articles in the homes of prospects. The floor goods in this class are held in reserve as parties inquiring are referred to homes in which are the used goods. But in case there are no homes with the used goods in them the parties telephoning are asked to come to the store.

Among the lines that can be successfully worked out are stoves, ranges, kitchen cabinets, ice boxes and sweepers.

One store keeps six vacuum sweepers for rental and the business is obtained from the "want ads" and the telephone book.

Following Orders

The teacher wanted some plums in order to give an object lesson to the class, and calling one of the small boys, she gave him ten cents and sent him to the fruit stand down at the corner.

"Before you buy the plums, Willie," she cautioned, "you had better pinch one or two to make sure they are ripe."

Little Willie flitted away. Soon he came back and smilingly put his hat filled with plums on the teacher's desk.

"Oh thank you, Willie," said the teacher. "Did you pinch one or two as I told you to?"

"Did I? I pinched the whole bunch and here's your ten cents."

Who stands the Loss?

A Cash Sale, but — there's a rush of business, the clerk is busy, puts the money in his pocket and makes no permanent record of the sale. Who stands the loss?

A Charge Sale, but — you lose the sales slip and you have no record of the sale. Who stands the loss?

A.C. O. D. Sale, but — that old-fashioned register is out of order. Carbon paper crumpled. Duplicate sales slip is not like original. The money isn't collected. Who stands the loss?

You Pay Out Money, but — your records don't show to whom, when, what for, by whom. The money is gone. Who stands the loss?

YOU



Stop These Losses

The Standard Manifolding Register absolutely stops such losses. It *forces* a complete, locked-in record of every transaction. Every copy is *exactly* like the original. Carbon paper *can't* crumple. Sheets *can't* slip.

There's a standard System built to fit your business, to simplify your records and stop the losses. It will save you many times its cost. Write for the facts.

The Standard Register Co.

135 Albany St., Dayton, Ohio

Check Coupon and Pin to Letterhead

For samples of forms, used by other business similar to your own, and folder describing a complete system for controlling your sales records. There is no obligation

attached to this, check on the coupon the samples of forms you desire and pin to your letterhead.



Furnished with or without cash drawer

The Standard Register Co., 135 Albany St., Dayton, Ohio.

Without obligation, send me booklet and samples of forms showing:

- ☐ Bills of Lading
- ☐ Express Receipts
- ☐ Delivery Receipts
- ☐ Invoices
- ☐ Purchase Requisitions
- ☐ Stock Requisitions
- ☐ Receiving Orders
- ☐ Stock Records
- ☐ Sales Records
- ☐ Combined Money Drawer & Sales Records

Standard

Manifolding Systems and Roll Printing



Quick Sales Quick Profit

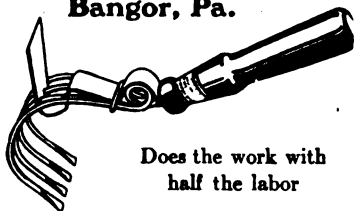
You make money on the Magic Weeder Hoe because it sells *quickly* and you make a good many profits in the season.

The MAGIC Combination Spring Tooth WEEDER HOE

is made in 9 styles to suit every need in light gardening. Used by young and old. Has been making friends for itself and money for dealers for 10 years.

Order from your jobber or write direct for complete information.

The
F. H. Reichard Mfg. Co.
Bangor, Pa.



Does the work with
half the labor

Correct Way to Figure Your Overhead

(Reprinted from *The Pacific Retail Adviser*)

ONE of the leading business men of the United States recently declared that there are literally thousands of retailers failing to make money because they have no bookkeeping system that tells them what they are doing.

After a lengthy investigation of many business enterprises, the National Association of Credit Men formulated the following simple rules for business-like accounting. These seem so important and so efficient that they are published for the benefit of those who may wish to perfect their systems:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of all real estate.

2. Charge rental on all real estate and buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing to others.

3. Charge, in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also, treat in like manner the services of any member of your family employed in the business, but not on your regular pay roll.

4. Charge depreciation on all goods carried over, on which you may have to make a less price because of change in style, damage, or other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge the amounts donated or subscriptions paid.

7. Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

Be Ready!

—an advertising campaign to
10,000,000



*These magazines will carry
Nestor Johnson advertising*

—By NESTOR JOHNSON, in behalf of Nestor Johnson North Star Tubular Skates—the fleetest, finest made for thirty years—the choice of champions—on which more records have been made than all other makes combined.

—In leading Boy's Publications, Popular Mechanics, Physical Culture and scores of big news papers in the "skating zone."

—Our first national advertising campaign is a tip to you to prepare for a big demand and profit to come. Replenish your stock NOW. Write us or your hardware jobber. Be sure you get NESTOR Johnson's—that name our advertising is selling strongly.

NESTOR JOHNSON MFG. CO., Chicago, ILL.
1239 North California Avenue

NESTOR JOHNSON NORTH STAR TUBULAR SKATES

USED BY CHAMPIONS
FOR 30 YEARS



"They go like lightning"



The Churns

for you and for your customers. The Banner (below), an all metal churn that is striding rapidly into popularity. Above is a Standard Glass Churn—the kind that has been giving satisfaction for years.

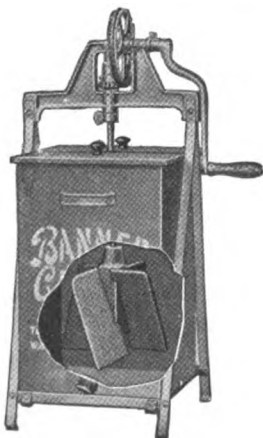
Sell the line with 40 years' experience back of it. Prices are lower.

Ask your Jobber or write us

The Standard Churn Company

Wapakoneta, Ohio

Makers also of Glass, Sunken
Lid Dash and Barrel Churns



8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses or automobiles, telegrams, telephones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated previously.

12. When you have ascertained what the sum of all the foregoing items is, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show the percentage which it has cost you to do business.

13. Take this percentage and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show you your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

Dodging the Issue

Mrs. Overwate had a deadly gleam in her eyes as she entered the butcher's and said in a withering voice:

"Mr. Aichboan, how do you account for the fact that there was a piece of rubber tire in the sausage I bought here yesterday?"

"Ah, my dear madam," responded the butcher, rising to the occasion, "that just serves as an illustration of how the motor car is replacing the horse everywhere nowadays."

McCASKEY

"ONE WRITING"
SAVES TIME

THE McCASKEY WAY

NOVEMBER 1921

COLLECT OVER \$100,000 WITHOUT ONE DISPUTE

MISSOURIAN DOUBLES BUSINESS ON HALF LABOR AFTER INSTALLING SYSTEM—SAYS McCASKEY IS WORTH ABOUT \$1000 A YEAR.

ELDON, MO.—In collecting over \$100,000 without a single dispute and at the same time doubling his business with half the labor formerly necessary, Fred W. Austin, of this city, has found exceptional cause for commending the McCaskey System of handling his charge accounts. It is admittedly responsible for the smoothness which marks his collections and the time saving which has featured his business growth.

About six years ago Mr. Austin installed the McCaskey System. Today he has two cabinets in operation which care for nearly 440 accounts. His electric recorder keeps track of the cash receipts and his triplicate sales-books complete the equipment which has so effectively systematized the business. The valuation of the McCaskey System is placed by Mr. Austin at about \$1000 a year.

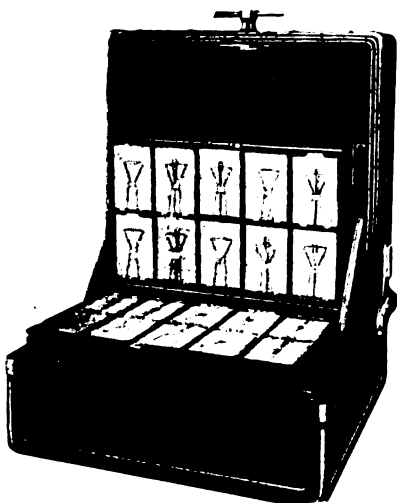
When giving out the above information for the benefit of merchants facing collection difficulties, Mr. Austin called to mind a recent Saturday when \$993.76 were collected without the slightest suggestion of a rub. He points to the fact that one girl handles the records of both the cash and charge sales and still finds time for other work.

"We would not remain in business without it," was his final comment.

MORE THAN QUARTER MILLION RECEIVING THIS SAME SERVICE

ALLIANCE, OHIO—That more than a quarter million merchants engaged in as many as 187 lines of business are today using McCaskey Systems adapted to the particular business of each individual owner, was announced today by the home office of the McCaskey Register Company of this city.

The ability of the systems to handle all charge accounts with 'One Writing,' and that the original entry, so that both the merchant and his customers are saved time and losses, errors and disputes, marks the success of 'The McCaskey Way.'



The McCaskey Safe Register Which Protects Its Owner Against Time and Money Losses and Destruction By Fire

***We Can Do the Same for You
Just Mail This Coupon Today***

**McCASKEY REGISTER CO.
ALLIANCE, OHIO**

How Can I Solve My Credit and Collection Problem?

Name Business

Address

No. of Accounts? How Kept?

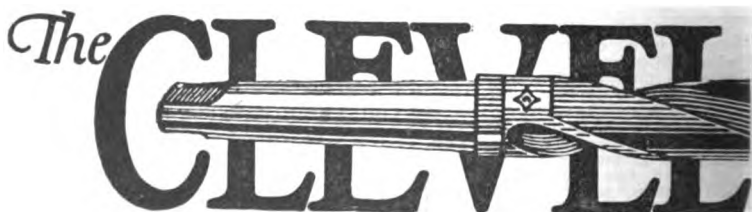
The Complete Line



EZY-OUT Screw Extractors are establishing a wonderful sales record this year.

Ezy-Out is a peculiar little tool. It has so many uses and these uses are so apparent that sales have steadily mounted each year. Whenever a cap or set screw breaks, there you have a customer for Ezy-Out.

And Ezy-Out not only has a ready sale, but also pays you a handsome profit.



TRADE MARK REGISTERED IN U.S.

is the Profitable Line

Ezy-OUT is not the only member of the "Cleveland" line which should interest you. There are the drill sets, automobile reamers and others; all of the same high "Cleveland" quality.

It is a decided satisfaction to sell tools which you know are right; which will bring your customer back time and again for other articles.

. . .

Write for our complete catalogue today and be sure to specify "Cleveland" tools when ordering.



TWIST DRILL COMPANY

1251 East 49th Street
CLEVELAND, OHIO

AND FOREIGN COUNTRIES



SELLS

to the expert and the
handy man around the house

ANYONE can set a saw and set it accurately with Morrill's "Special" sawset. It has a rotatable anvil that is indexed so that anyone can use it. All that is necessary is to set it to correspond to the number of points to the inch on the saw. Then the saw can be set accurately even by an inexperienced person.

This type of sawset is rapidly replacing the old style models and is the profitable one for the merchant to push. Can be sold to the expert mechanic as well as to the man who likes to do his own odd jobs.

Morrill's sawsets are designed for every kind of job. The Special and the No. 1 are for hand, band, jig, butcher and fret saws. Not over 16 gauge. Others for cross-cut, circular, timber and board saws.

No. 3 for cross-cut and circular saws 14 to 20 gauge.

No. 4 for cross-cut saws with double teeth, 14 to 20 gauge.

No. 5 for timber and board saws, 6 to 14 gauge.

Order Morrill Sawsets
from your Jobber

CHAS. MORRILL

NEW YORK

Nail Puller

Built to stand the gaff. Straight arm pull and rolling fulcrum makes it pull even coated nails with little effort. Sells because it cuts down human labor.

Bench Stop

This adjustable bench stop is a popular part of the equipment of hundreds of workshops. Made to last a lifetime. Also soapums, lead seal presses and paper and metal punches.



Hard To Tell

A lawyer was cross-examining an old German about the position of the doors, windows, etc., in the house in which a certain transaction occurred.

"And now, my good man," said the lawyer, "will you be good enough to tell the court how the stairs run in the house?"

The German looked dazed and unsettled for a moment. "How do the stairs run?" he queried.

"Yes, how do the stairs run?"

"Vell," continued the witness, after a moment, "Ven I am oop-stairs dey run down and ven I am downstairs dey run oop."

A Bargain

(From a Westfield (N. J.) Newspaper)

Owing to a notion of my own, I will sell the cream-colored bungalow, 708 South Avenue, to the person who has the rocks. This building was moved from the Plaza Park by Bill Wiloughby and two other mules, remodeled by a would-be carpenter, commonly known as Cox, and other mechanics of similar standing. Five rooms, and bath thrown in. Roof leaks, chimney tumbling down, cellar full of water, windows smashed out, hot air furnace that won't heat, water pipes busted, sewer stopped up, front door ajar, back door on one hinge, cat concerts on roof every night. To the man who does not fear death would be an ideal home. Will also throw in lot, which is full of weeds. Western buyers preferred. Aside from above statement, title guaranteed. No agents as they would run the place down. Apply Charles Clark.

Sells Quickly the Year Round

Roberts Lightning Beater and Mixer

Does everything that any beater will do, but does it better and in a fraction of the time. Takes less labor, easy to clean, always sanitary. Carries the star of Good Housekeeping Institute. You'll make a friend of every housewife you sell it to. To show it is to sell it.



Retail Prices:

Quart size \$1.25,
Pint 90c.

For West and South:

Quart \$1.40,
Pint \$1.00

The Roberts Lightning Mixer is carried in stock by the following jobbers—

Albany Iron & Hardware Co.
Albany, N. Y.

Bigelow & Dowse Co.
Boston, Mass. and Springfield, Mass.

The Heyman-Well Co.
720 to 724 Mission St.
San Francisco, Cal.

Rehm Hardware Co.
Blue Island Ave. and 15th St.
Chicago, Ill.

Seattle Hardware Co.
Seattle, Washington

MANUFACTURED BY
NATIONAL COMPANY
Cambridge Station 39.
BOSTON, MASS.

We also make the *Dancing Toys* for Phonographs called, *Ragtime Rastus*, *Boxing Darkies*, and the latest *Jess Dancer*, called *Shimmy*.

We also make the *Dorsey Aluminum Milk Bottle Cover* and *Victrolene Auto and Furniture Polish*.

Circulars and prices sent on request. They are all good selling specialties.



*You CAN Smash Mail
Order Competition
When You Place Your
"Catalog" in the shape
of*

Heekin Cans

in the homes of your customers. Beautifully lithographed—any article you desire—in sharp, vivid colors. You **ACTUALLY SELL** your "catalog" to the customer. Write us for full details of our plan.

The
**Heekin
Can Co.**

SIXTH AND NEW STS.
CINCINNATI - OHIO

Begin Planning Your Xmas Windows

(Continued from page 16)

the radiating cluster of spoons, encircled with electric light bulbs. The depth of color in the mahogany trays seemed to center the window, or, as the artists say, "hold the picture together."

The price tags were so artistic in themselves that they did not detract from the appearance of the window, yet the figures are plainly legible and serve their purpose of posting the window shopper.

The satin ribbons (or reins of Santa Klaus) are well within the picture, yet serve to emphasize the exceptionally appropriate, more expensive articles suitable for Christmas gifts, such as \$10.00 chafing dishes and casseroles. With slight alterations, these backgrounds would serve equally well for Thanksgiving or New Year window trims. Which all goes to prove that the possibilities of hardware store displays are endless if one mixes ingenuity and imagination with the available stock of merchandise.

Alas! There Are Others

She was a war product. With a sweet smile but with very little knowledge of her work she called herself a typist. She had learned her job in a government office, but now she was out in the cold, hard world.

One day the manager called her into his office.

"Surely, Miss Greene, 'incum' is a new way of spelling 'income,' isn't it?"

She fluffed her hair with one dainty finger for a moment in thought. Then her famous smile came into play.

"O, I'm sorry!" she gurgled. "How stupid of me to forget the 'b'!"



A Money Maker for Both You and The Customer

Iron Horse Metalware

"As Strong as the Name Implies"

Includes also

Oil Cans
Ash Cans
Wash Tubs
Water Pails
Wash Boilers
Rubbish Cans
Garbage Cans
Corrugated Baskets
Etc.

IT SAVES COAL, TIME & LABOR,
as well as the user's clothes and temper.
The extra heavy, reinforced and dust proof

Iron Horse Ash Sifter

With coal prices still climbing skyward and a serious question yet as to whether or not we are all going to be supplied, means there is going to be a bigger demand than ever this fall for well built equipment of this kind. Why not put in a stock of them now and capitalize the demand already created for this money saving piece of home equipment.

By the way, how is your stock of Ash and Garbage Cans? It is an excellent plan to order early.

Rochester Can Co.

109 HAGUE ST.



ROCHESTER, N.Y.

There is a Demand for this Profitable Christmas Seller



Fits Any Tree instantly, without adjustment. It utilizes the principle of leverage. The larger the tree, the tighter it grips. The weight of the tree causes the jaws of the holder to bite into the bark with a strong, steady grip.

Easy to Set Up—all that is necessary is to drive a nail into the bottom of the tree—insert the head of the nail through the hole in the rest plate and place the tree upright.

Well Made. The Steady-Grip Tree Holder is made of sheet steel, heavily enameled in black. The jaws are curved and sharpened so as to bite into the bark quickly. The feet are well rounded to prevent marring the floors.

Prepare for Your Christmas Profits Now—if your jobber cannot supply you—write us direct and we will see that you have Steady-Grip Tree Holders to take care of your Christmas demand.

WISCONSIN Metal Products Company

Dept. G. H. 11

Racine, Wis.

Live Wire Henry's Sales Tips

(Continued from page 18)

acted that way. I'll be mighty glad to show you anything I can."

Finally I was able to correct the don't-want-your-trade impression the clerk had given her. She bought \$200 worth of goods for her daughter, about to be married—and paid cash for them. Come to find out, she was wealthy enough to purchase ten stores like mine.

Needless to say, I gave the clerk the gate. I'd lectured him on politeness to everyone, regardless of race, color or creed, when I'd hired him. I do the same with all my clerks and salesmen. Take a tip from father—do the same.

Don't be afraid to greet customers pleasantly and with enthusiasm when they come into the store. Nobody wants to trade in establishments whose salespeople have icicles hanging from them. On the other hand, a cheerful greeting is the twin of making a sale.

Prospective customers can find plenty of opportunity to grow grouches and pessimistic attitudes outside the store. Don't help them to keep out-of-sorts by pulling a long face and talking like a funeral director during hard times.

About satisfying. When you're trying to sell a customer, put yourself in his place and try to give him what will please him best. When a customer gets what he wants he's satisfied. A satisfied customer makes three new ones; a dissatisfied customer takes three away.

In regard to "Staying with 'em." Because a customer doesn't lay down his cash for the first article you show him, don't manifest peevishness. Even if he is one of the kind that desires to look over

**HAVE YOU THOUGHT ABOUT
"THE NEGLECTED INCH"?**

This is
The Neglected
Inch
the inch between
furniture and floor

For medium weight
furniture
on hard-
wood floors

For heavy
furniture
on hard-
wood
floors

For medium weight
furniture
on covered
floors

For heavy
furniture
on covered
floors

**FOR ANY FURNITURE ON
ANY FLOOR THERE ARE**

**Bassick
Casters**

A Salesman Who Works for Nothing

HERE is a new salesman for your force who will demand no pay and who will be an additional seller of the quick turning, profit making line of Bassick Casters.

This Bassick Counter Display will tell the "Neglected Inch" story in a visualized form over your own counter. It ties up your store with the National Advertising Campaign which has made Bassick Casters a fast moving hardware product, well worth your while handling.

Your jobber knows the whole Bassick Sales Proposition—get him to tell you more about it.

The Bassick Counter Display will be supplied free of charge to every dealer who places an initial order of 56 sets of Bassick Casters.

THE BASSICK COMPANY
BRIDGEPORT, CONN.

Quikwerk
TOOLS



Road Builders' Tools

TOOLS used on road construction, often far from any source of replacement, must be able to stand up under severe punishment and in the hands of unskilled labor.

The name Quikwerk on any road tool is a guarantee to the user of a product that is scientifically forged from carefully analyzed and tested steel, and backed to the limit by its makers. And yet it costs no more than the ordinary kind.

All Quikwerk Road Construction Tools illustrated in our Catalog. Ask for it.

The Warren Tool & Forge Co.

**264 Griswold St.
Warren, O.**

the complete inventory of the store before buying, make every effort to give the impression you're willing to stay with him.

Many a prospective customer has fled in a rage on receipt of a message by mental telepathy to the effect the salesman thinks him a pest. The pest of today develops into the best customer of tomorrow. If you put up a sunny front to him you'll win him eventually. The man or woman never lived who was strong enough to hold out consistently against a rosy disposition that refuses to wear off.

Well, I've got to empty the doors and lock the ice chest drip pan—I mean—well, you know. Watch for further letters.

Your affectionate father,

HENRY.

Rainy Nights Bring Trade to This Dealer

Did Your Roof Leak Last Night? ?

More rains coming, and more leaks. Put on new roof now. We have clear, vertical grain shingles from solid, live red cedar. 100 per cent perfect. Also genuine Rubberoid roofing, plain or slated surface; also, many cheaper roofings.

**NUTTMAN-LEMON
Lumber Company**

**FRISCO TRACKS AND
BROADWAY**

Phone 99

This idea, used by a lumber dealer after every rain, might be adapted by hardware merchants



STANLEY Storm Sash Hardware

Don't Wait Until Snow Flies

LOOK over your line of hardware for storm sash windows and see that it includes the *Stanley Storm Sash Fastener No. 1719* and *Hanger No. 1715*, illustrated above.

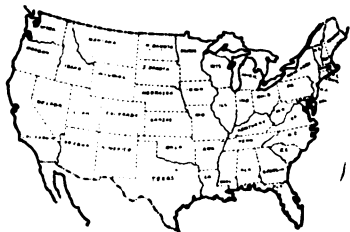
The *Fastener* is made in two lengths: 5-inch for windows 4 feet high and smaller, 10-inch for windows over 4 feet high. It may be locked either in open or closed position.

The *Hanger* enables the storm sash to be quickly and easily put in position without tools.

Send for folder 11K imprinted with your name and address

THE STANLEY WORKS - New Britain, Conn.

Branch Offices: New York Chicago San Francisco Los Angeles Seattle, Atlanta



MONARCH

TRADE MARK

WASHBOARDS MEET THE DEMAND EVERYWHERE

No matter where you live the Monarch line will give you the type of washboards that your customers prefer. Also special features not found on other boards.

The Monarch Line covers washboards with rubbing surfaces of zinc, brass, glass, sheet steel coated with special composition metal.

Best materials we can get and the best workmanship of high grade men. And a positive guarantee of service with every board.

Order Monarch Washboards from your jobber. Write direct if your jobber does not handle.

The Monarch Mfg. Co.

Tiffin, Ohio



The Brass Ruler — only one of the line. We make the kind of washboards YOU can sell.

Good Fixtures Are the First Step

(Continued from page 20)

calls for the following requirements: proper display accessories, a place to develop display ideas and skill and knowledge in display work.

"Hardware show-window accessories," said Eddie's friend, "can be broadly classified into those made of metal, wood, cloth and paper. Glass accessories can also be used, but it's not advisable. Except for an occasional glass shelf, leave the glass fixtures for the 5 and 10 cent store display man—wood is more serviceable in hardware display."

"Cloth," he went on, "used for draping and occasionally for background curtains, is either sateen or plush. In our big store here we have quite a lot of plush which we use for trimming show cases in the store. However, in your case," he told Eddie, "get only a couple of pieces to start with and use more sateen. Cloth, together with decorative paper, is used principally to add color to your displays."

He also advised Eddie to confine his stock of metal display fixtures to some T stands and a few card holders until he had attained considerable experience in the art of hardware show window decoration.

"The T stands which you'll need in your window displays are the adjustable kind, ranging in height from nine inches to two feet—(unextended). You'll find they are mighty handy for holding show cards, suspending small items such as egg beaters, razor strops, etc., making easel supports for flat boxes or sampler plaques, and holding up drapery, bathing suits or hunting coats.

"The card holders will help a lot in making interior displays

If you want to create a

SENSATION

*in your immediate neighborhood
just display the world's very best
the—*



BEE-VAC

ELECTRIC CLEANER

Priced at Only

\$42

East of the Rockies

**Get
Ready
for Xmas**

The holiday season means real profits for you if the BEE-VAC has a prominent place on your floor. It sells itself. There is no other electric cleaner within \$10 to \$20 of its price that compares with it.

BIRTMAN
Electric Company
Dept. "D-2"
LAKE & DESPLAINES STS.
Chicago, Ill., U. S. A.

Comparison will prove the truth of our claim. No electric cleaner is more efficient—no electric cleaner is more durable—no electric cleaner is more economical than the BEE-VAC. Tell your customers the truth and you'll create a real sensation.

*Write today
for our lib-
eral sales
proposition*



IT SAVES THE WOMEN WORK

That's the chief reason why Stovoil sells.

Every housewife will appreciate also a clean amber fluid that will give her range a beautiful polish—that will not stain her hands—and that will remove and prevent rust.

Superior Laboratories
Grand Rapids,
Mich.



Retails at 50c
a bottle. Write
your jobber for
a few dozen
bottles.

**Cleans
Polishes
Kills Rust**



stand out prominently in the store."

Eddie also learned that metal display fixtures were furnished in a great variety of finishes. He was told that two of the best were probably antique copper and gun metal as they are dark enough to avoid being conspicuous and do not show fly specks.

"When you compare prices on metal display fixtures," said Eddie's friend, "be sure that the figures refer to the same quality of material. One manufacturer may be quoting on solid brass fixtures while his competitor may be quoting on steel fixtures—brass plated."

Eddie was shown the window display pedestals used in the city store. They were of oak, stained a dark color with a waxed finish. He learned this was the most durable wood and finish he could get.

"When you buy pedestals or have them made," said the display man, "consider their design. If they are simple, well-balanced and sturdy, they will enhance the appearance of the merchandise they help to display. On the other hand, poorly designed pedestals distract the attention from the goods and form an unconscious source of irritation to the observer."

He sketched a few designs to illustrate what he meant.

The pedestals he used ranged in height from 12 to 36 inches in 6 inch steps. He said, "Six inch pedestals are sometimes desirable, but you can manage to get along without them. You can use small boxes or similar objects in their place.

"These pedestals—with two sizes of display boards, about 12" x 18" and 12" x 24"—are all the wooden display fixtures you will need. The display boards are used to make larger tops on the pedestals."

Eddie then asked him about

A Quick Seller to Car Owners



In the Car

When driving keeps occupants warm.

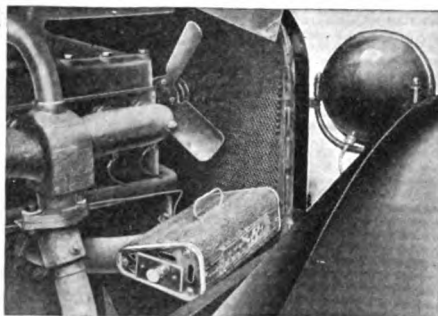
No cold feet or limbs.

Under the Hood

When car is standing in or out of Garage. Keeps motor warm. No frozen radiators.

Makes engine start quick and snappy on cold days.

The Same Heater for Both Uses



No Flame—No Smoke—No Odor



No. 5B Clark Heater—Oval type, 12 in. long, indestructible steel body insulated with asbestos felt, covered with good carpet. Retail at **\$3.00**. Other oval type models \$3.25, \$10.00 and \$12.00.

No. 7C Clark Heater—Slanting top; 14 in. long; indestructible steel body, asbestos insulated; nickel plated ends and trim; covered with Brussels carpet. Retail at **\$4.00**. Other slanting top models \$4.50 and \$5.75.

Clark Carbon Fuel Bricks

Give stronger heat and last longer than any other fuel. Car-

tons (1 dz. bricks) **\$1.20**; cases (100 bricks) **\$9.50**.



Be Ready for the First Cold Morning

Get some Clark Heaters and Clark Carbon Now—Your Jobber has them, or direct.

Chicago Flexible Shaft Company

5614 Roosevelt Road, Chicago, Ill.

31 Years Making Quality Products



KENNEDY Auto-Storage Covers

To meet the need of an inexpensive and efficient cover for automobiles while in dead storage we are making a paper cover, which is proving the right thing for this purpose.

These covers are made of strong, heavy paper properly reinforced to prevent tearing.

They protect the car against dirt, dust and moisture and will prevent the polished portions from tarnishing and the finish from checking in cold weather.

These covers are salable to individual car owners at a good profit as well as to furnish the dealer a protection for his stock of new cars.

We make them in five sizes

7 PASSENGER
5 PASSENGER
FORD SPECIAL
ELECTRIC
DODGE SPECIAL

Further Information on request

**The Kennedy Car
Liner & Bag Co.**
Shelbyville, Indiana

pedestals which are sold in sets with interchangeable tops, bases, uprights, etc.

"Well," he said, "if you are systematic and have a place to keep them, and will take care of the parts, nuts, bolts, etc., they are all right. I've used them with good results. But a good many display men dislike them because parts get lost, it takes time to put them together, and in some instances threads are stripped and the pedestals wobble."

"Why is it necessary to use pedestals in a display?" asked Eddie. "Isn't it possible to make good displays without them?"

"Yes, you can," answered his friend, "but you'll have to use boxes or some other substitute. Without them, displays are flat and uninteresting."

"The main function of the pedestal is to elevate the merchandise so that, altho placed at varying distances from the front of the window, it remains about the same distance from the eye."

"This means that the eye is not required to constantly change focus in order to see the entire display."

"A window display in which pedestals are properly used, is easy to look at—it does not tire the eye."

Eddie was also told that all other display accessories have definite, logical reasons for their use.

On his return, Eddie made out a list of the display accessories he required and obtained quotations from manufacturers.

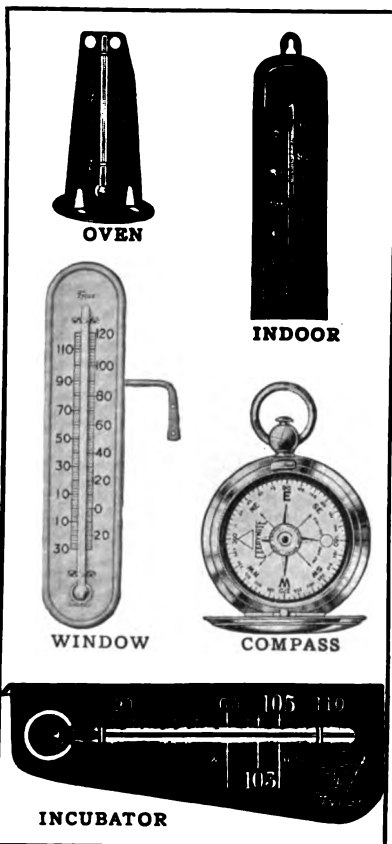
Old Jim Goodhue never blinked an eye when Eddie presented the list to him to be ordered. "Well," he said, "We got an adding machine for the bookkeeper so he could do better work, and I guess our display man needs equipment just as much as he did."

Sell More Tycos Thermometers Than Ever

Whatever your past record for thermometer sales you can better it if you make customers realize

What Tycos Thermometers Can Do In The Home

Thousands of dealers find the several billion times ~~for~~ Advertising has said "Tycos Thermometers" to many million people during the past provides a firm foundation upon which to build a profitable business in thermometers.



Ask your jobber to ship you an assortment of Tycos Thermometers and write us for any assistance in the way of booklets, signs and display cards you require.

Taylor Instrument Companies

Rochester, N. Y.

There's a Tycos or Taylor Temperature Instrument for every purpose



Self-Fluxing—

a feature that appeals to every class of hardware trade

Manufacturers use this self-fluxing solder because it speeds production—repairs, garagemen and tinmiths, because it is convenient, rapid and certain—householders, because it is the only solder for the layman. And all are impressed by the remarkable work it does and repeatedly buy—



You, too, will like this genuine tin-lead solder because it will enable you to do your own work better and because it's easy to handle. It stocks two items in one—flux and solder. It's easy to sell and keep sold.

Fluxing, the hard part of soldering, has been eliminated by putting the flux in the solder. The flux feeds out before the solder melts, insuring a perfect bond; no chance of faulty fluxing; soldering time out in half!

Try it on your hardest job. You can buy it in one pound cartons and on one, five and ten-pound spools.

CHICAGO SOLDER COMPANY
4213 Wrightwood Ave., Chicago

Direct Factory Representatives: The Faucette-Huston Co., Chattanooga, Tenn.; Louis J. Ziesel Co., 216 Market St., San Francisco.

Free
Trial Coupon

CHICAGO SOLDER CO. GH 11-21.

Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

Name _____
Company _____
Address _____
City _____ State _____
Our Supply House is _____

There was an immediate and noticeable improvement in the displays of Goodhue and Davis. The flat, uninteresting arrangement of merchandise was soon replaced by well grouped layouts which sold goods.

Competitors hinted darkly that Goodhue and Davis were having their windows trimmed by a "hired city decorator." And as the displays improved, the business increased.

Eddie always said that getting the right equipment was the first step which his firm took in the direction of better window displays.

The Better Half

"Mama," shouted Johnny from the nursery, "Sammy wants half the bed."

"Well," asked the mother, "isn't he entitled to half of it?"

"Yes," replied Johnny, "but he wants the half in the middle."

Some Fixer

Willie—Miss Jones, can we borrow the step ladder?

Miss J.—Yes, Willie; but what do you want with it?

Willie—Papa fixed the rice boiler.

Miss J.—But why does he need the ladder?

Willie—Well, you see, he fixed it so it wouldn't boil over.

Miss J.—But that's no reason why he should need the ladder.

Willie—Yes, he soldered the cover down, and he wants the ladder to scrape the rice off the ceiling.

Truth in Anvertising

"What's your time?" asked the old farmer of the brisk salesman. "Twenty minutes after five. What can I do for you?" "I want them pants," said the old farmer, leading the way to the window and pointing to a ticket marked "Given away at 5.20."



Each $\frac{1}{4}$ gross set of ONE size packed in handsome counter display container as per illustration.

The four fast selling sizes — $\frac{7}{8}$ in., $\frac{3}{4}$ in., $\frac{5}{8}$ in., $\frac{1}{2}$ in. — you will need for every-day sales.

The extra heavy $1\frac{1}{8}$ in. and extra small $\frac{3}{8}$ in. — you will need for special work.

The great problem of business today is to get
**Turnover and Keep Down
 Inventories**

DOMES of SILENCE

*A mark of BETTER Furniture
 regardless of its cost*

The Proper Footwear for Furniture

Will give you the first and accomplish the second; suit all kinds of furniture, except pianos and refrigerators; never get out of order, and placed upon furniture can be safely used upon any kind of floor or floor coverings.

*Is Your Stock Complete?
 Order from Your Wholesaler To-
 Day*

Henry W. Peabody & Co.

Domes of Silence Division

17 State Street

New York City



"Plaphone—600"

Patent
Applied
For



Plaphone—600

*It's on the "JOY LINE"
Mr. Hardware Dealer!*

Connect with this Live Wire if you wish to please the Kiddies and handle a Winner.

See this new original Bell Toy and others at our agents or write Dept. G for catalog 202.

SEND FOR SAMPLE

**The Gong Bell
Mfg. Co.**

East Hampton, Conn.

*Bell and Toy Makers for
over 50 years*

Golf Schools Prove Money-Makers

(Continued from page 22)

the professional does not furnish his own net, this may be obtained from any of the large sporting goods manufacturers for about \$150. It is well, though not absolutely necessary, to enclose the court with a partition of wall board.

There is some difference of opinion as to which is better, the pockets or the target, for an objective. Of the two schools discussed, one has a target while the other uses pockets. In any case, the background against which the balls are driven must be of very heavy duck and must extend across the entire space and from the floor to the ceiling.

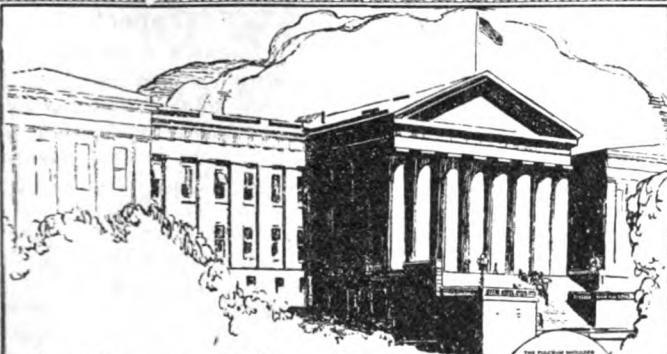
If the target is used, the manufacturers will furnish a separate piece of double duck to be swung against the background. On this, paint a target in circles of three or four different colors, the widest circle being about three feet in diameter.

Remember the Women

A grass rug on the floor of the court will greatly improve the appearance of the place, though the floor may be left bare if desired. Benches or chairs should be provided for spectators and waiting students.

In making the announcement of the opening of the school, one should not forget that women are also golf enthusiasts. They will usually form about one-third or one fourth of the number of students who will come in to learn the game.

A personal letter to a select list of leading citizens of one's community will produce excellent results in enrolling students.



The Patent Office Story of the New Improved Gillette

WHEN the patents on the original Gillette Safety Razor were granted by the U. S. Patent Office, there could not be found one single example of a safety razor using a flexible blade.

Once the Gillette principle was established—what happened? Hundreds of other safety razors followed in a procession to the Patent Office.

One would naturally suppose that every useful form of razor had been discovered.

Yet, on January 13th, 1920, the Gillette Safety Razor Company was granted a patent broadly covering the *New Improved Gillette*, of which the patentable features are as important and as revolutionary as those of the original Gillette.

But a still greater award than that of the Patent Office has been granted by the men who have shaved with the New Improved Gillette and have given it their positive approval as the most perfect shaving instrument ever produced.

On May 16th last, the New Improved Gillette was put on sale.

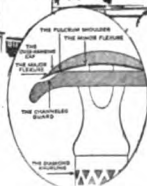
Already more than 600,000 men in America have bought New Improved Gillettes. While England, France, Holland, Belgium, Denmark and Italy took 335,000 in the month of August alone.

Important about the New Improved Gillette— A Word about the Blades

Most men prefer to screw the razor up tight to get the most satisfactory shave.

Gillette deems it proper to ask the public to use Gillette Blades only in genuine Gillette Razors.

The Gillette Blade and Razor are developed to work together. No Gillette Blade can deliver its full shaving quality unless used in a genuine Gillette Razor—built by Gillette, in the Gillette way and up to Gillette standards.



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known for years—but now your blades can give you all the luxury of the finest shaving edge in the world.

A shaving edge guarded from the face, but free to the beard. Identify the New Improved Gillette by its

Fulcrum Shoulder
Overhanging Cap
Channelled Guard
Micrometric
Precision
Automatic
Adjustment
Diamond Knurled
Handle
Diamond Trade-
mark on Guard
Finer Shave—
Longer Service
More Shaves
from Your Blades
In SILVER and
GOLD
Shaving Sets and
Traveler Outfits
\$5 to \$75

The New Improved
GILLETTE SAFETY RAZOR CO.
Boston, U. S. A.

MADE IN U. S. A. KNOWN THE WORLD OVER

Gillette SAFETY RAZOR
Patented January 13th, 1920



Skims the Cream for Table Use.

EVERY woman knows how unsatisfactory are the old ways of taking the cream off a milk bottle. The bottom milk is bound to mix in and thin the top cream.

SANITARY SIPHON **Skimit**

The Midget Cream Separator. with a simple siphon action draws off all the clear cream without disturbing the bottom milk.

No Pumping No Pouring
No Dipping No Wasting

One-half pint of cream costs as much as one quart of milk. Use SKIMIT to get the cream and you have one and one-half pints of milk for cooking purposes which pays for SKIMIT in one month.

SKIMIT sells on sight and is a kitchen utensil needed in every home where bottled milk is used.

Endorsed by Good House-keeping Institute and nationally advertised.

Retail price \$1.00.

Satisfaction guaranteed.

SKIMIT MFG. CO.
Oskaloosa, Iowa.



Start a Store Paper!

(Continued from page 33)

farmers read it with as much zest as they do the front page headlines. We've reproduced here one of their pages in their local newspaper.

I have in mind another store paper that's been a gold mine for its owners, the Mason Transfer & Storage Co., out in Washington, Iowa—"The Monkey Wrench."

It's full of stuff like this:

Clyde Stoutner of Ketona 'phoned us to ship at once a 14 in. walking plow, which we did, and Clyde, we are very much obliged for this business. Come again.

Fred Edwards of Brighton decided that the Herschel Seeder looked good to him and handed us his check for \$26.00. Thank you, Fred.

Such snappy items create a vast amount of reader interest, along with genuine entertainment—and reader interest eventually means more business.

The Columbia Nut & Bolt Co., of Bridgeport, Conn., publish a four-page sheet called "The Bug-house Bugle," crammed full and running over with wit. A paper that once you've read you'll worry the postman to death asking him when the next issue is coming 'round. We do it constantly.

It's well made up, too. They print their paper with a careful eye as to nicety of spacing and the effective use of cuts. There were only two display ads of Columbia Lock and Gib Nuts in the last issue we read, and they were interesting and snappy.

The store paper filled with

TWO BIG HOLIDAY SELLERS



A Real Ball Game

All the excitement of the national game plus the lure of the wheel. Nearly 300 plays in real base ball lingo. Details automatically taken care of. Nothing to divert the mind. Players actually travel round the bases as in real game. Fans from six to sixty are crazy about it. Handsomely lithographed diamond. Made of wood with steel top, extremely durable, no wear out.

Price - - \$14.40 doz.

1/2 Gross - 13.00 "

Order direct if your jobber
hasn't it



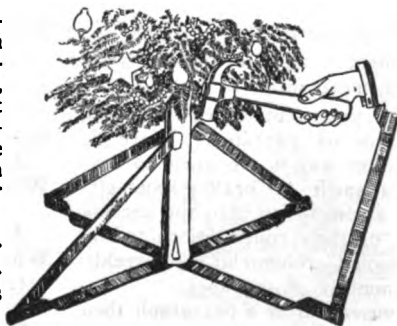
We Help You Sell the Best Selling Xmas Tree Holders

Free lithograph and section of tree trunk with each 3 dozen of "Craker-jac" Xmas Tree Holders, simplest, strongest, best and most compact folding holders. Hold till the cows come home, with free litho. forecounter display.

No. 1. 15-in. base, \$4 doz.

No. 2. 20-in. base, \$6 doz.

10% Discount half gross
lots.



If your jobber can't supply you order from us direct

Evan L. Reed Mfg. Co.

125 Mill Street

Sterling, Ill.

small, personal items with only a few ads makes the biggest hit, because it's only natural that if your bulletin looks like an advertisement, ten to one people won't read it. But if you give 'em real, hot stuff that will make them laugh, or tell them something practical and profitable, they won't mind turning to your ads—or buying your goods, either.

The Stollberg Hardware & Paint Co., of Toledo, Ohio, edit the smallest organ known, perhaps—a monthly *blotter*. The calendar month is at the bottom of the blotter in inch and a quarter space, and the rest is given over to small display ads of the merchandise carried, the ads being written in semi-humorous vein and accompanied by pen and ink sketches.

The border and lines in a brilliant green make it a striking and unique desk ornament; incidentally, it keeps the name of the Stollberg Hardware & Paint Company constantly before your mind's eye.

These papers are all good examples of one sure-fire way to pull in the profits.

Of course, if you have a big department store, you can make your paper more *intimate*.

Let your employees be your medium of exchange. There is no better way in the world to foster a spirit of healthy competition among them than the acceptance of their contributions to the "Personal" column in your weekly or monthly store paper.

You can print a paragraph then on Mrs. Sellers, of the cutlery department, having a new item for the census man, or how Jones, back in the tool department, sneezed on Saturday, and Sunday morning all the little Joneses came down with the quinsy!

At the end of the week you will have enough material to bring out a book the size of the telephone directory.

The Automobile Diagnostician

There's a little Glen Ridge clinic,
Where they treat all auto ills,
From busted differentials

To large maintenance bills;
Where the unrelentingly grease
hound

Crawls underneath to seek
The source of that illusive,
Noisy, tantalizing squeak.

They have pills for plugging
punctures,

And salve for noisy gears
And when a radiator weeps
They have dope to dry its tears.

And if a motor's balky
And gets to running wild,
Sometimes an operation
Makes it gentle as a child.

But motor cars are pesky things
And prone to many ills,

From radiator fever
To carbureter chills.
And oftentimes they test
The auto doctor's skill,
But he just keeps on a-smilin'
Till he bends them to his will.

And who inspires the effort
That sees him smilin' through?
Who keeps the records accurate
And sends the bills when due?
Who marks the oil and grease
and parts

And finds the missing gas?
Who keeps the taxi busy?
(A thankless job, alas!)
Whose pleasing personality
Spreads sunshine 'mongst the
men?

Their tactful, courteous, golden-
headed
Goddess of the pen.

—PETER GILLESPIE,
in "Motor World"

New low prices and larger profit on the Popular BOSS Line



1904 Automatic.
*An easy running
hand power machine. A big seller
for years.*



**Veribest Water
Power,** operated
from the water
faucet. A popular
low cost power
washer for the city
home.

Now-a-days the people are demanding more for their money than ever before *and are buying* the goods showing outstanding value at prices they can afford to pay.

No other washing machines offer the quality and price advantages you have in the BOSS Line. *Consider what this means to your store—*

—A completely equipped, high-class Electric Washer—none better made—to retail as low as \$87.50.

—A high-class dependable water-power washer to retail at only \$22.50.

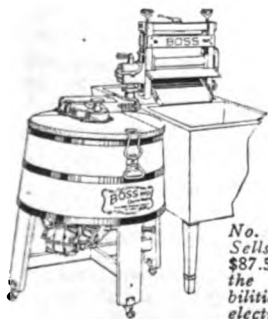
—and hand-power machines that are second to none, to sell as low as \$7.50 and up.

Put these bargain values on your floor—advertise them in your local papers and see how your washer sales will pick up.

Now is the time to do it!

Let us tell you how we will help you put it across.

The Boss Washing Machine Co.
Cincinnati, Ohio



No. 50 Electric.
*Sells for only
\$87.50. Think of
the sales possi-
bilities of an
electric washer
at this price.*

**No. 60 Belt
Power.** Oper-
ates from
gasoline en-
gine or any
other power.
Very popu-
lar for farm
use.



Only four of the 15 BOSS types you can choose from

Capitalizing Your Old Customer

(Continued from page 42)

twenty-nine years. We came here in the fall of 1887, and have almost always traded at your store. Why? Because we could always get what we wanted. In short, we always felt at home at your store and always satisfied with what we got; if not, you would make it right. We always found you honest in all dealings. We surely were always satisfied to trade at your store. We hope to remain your friends and patrons.

Yours truly,
MR. AND MRS. B. MACE."

This, and a number of other testimonial letters, were not only reproduced in the special announcement of "Old Customers' Week," but were reprinted in special circulars which the store sends out to prospective customers in the territory from time to time.

A feature of the week was a special reunion held at the store on Saturday. The old folks were invited to a very appetizing repast in the store proper. This special event was anticipated by another announcement, which was couched in the following language:

The Invitation

"We have made many friends, in fact, it would be a mighty mean sort of a man who couldn't make hosts of friends during a lifetime as a merchant in one community. It is to get these friends together that we have planned 'Old Customers' Week.'

"Some of you have traded with us ever since we were boys just big enough to dish out candies and prunes from our fathers' grocery bins. We have a different feeling toward you than the ordinary feeling of a merchant to a customer. We have known you since early

boyhood. Your lives and ours have been welded together through years of association in business and pleasure. Many of you seem more like fathers and brothers than like customers.

"It is for these reasons that we are planning to get you all together. We want to meet you in our store. We want to visit with you, and give you a chance to visit with old friends and neighbors. We hope you can come and that you will enjoy this reunion as much as we expect to enjoy it."

The important feature of the event was a contest, to determine the oldest customer of the store. A prize was offered to the oldest person who visited the store during "Old Customers' Week" who had traded with the store ten years or more. The visitors were instructed to hand in their names and respective ages to the store officials. The man or woman winner of the contest was featured in the store paper and in other special announcements.

Get a Dozen!

The young housewife, looking very pretty and workmanlike in big, green coveralls, was cleaning out the pantry cupboard.

"Dickey," she called to her young husband, "I want you to bring me a mouse-trap home to-morrow."

"But, angel," cried the young man, "I brought you one home only yesterday."

"I know, pet," called back the young bride, "but that one has a mouse in it."

In the Restaurant

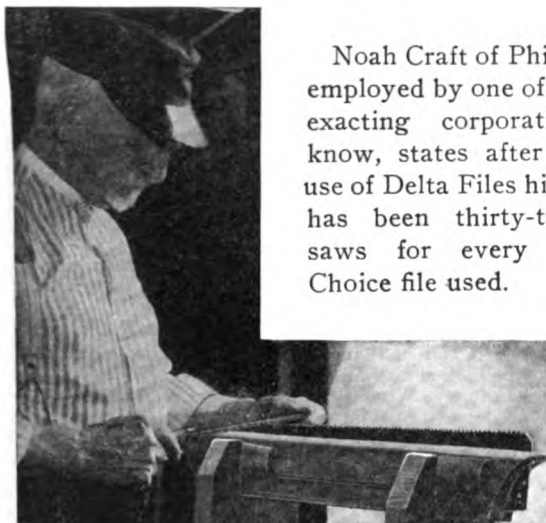
Customer: "Do you make any reduction for those in the same line of business?"

Waiter: "Yes; are you a restaurant keeper?"

Customer: "No—I'm a burglar."

DELTA FILES

The Highest Grade Files Made



Noah Craft of Philadelphia employed by one of the most exacting corporations we know, states after a year's use of Delta Files his average has been thirty-two (32) saws for every Expert's Choice file used.

SELL THIS GUARANTEED FILE

Small Stock—Quick Turnover—Good Profits

This complete Hand Saw File stock meets every requirement.

Carpenter's Special—Mechanic's Favorite—Expert's Choice

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has ever used.



Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



MENDETS

TRADE MARK REG. U.S. PAT. OFF. A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.
Amsterdam N. Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber)

Jobber's Name

City

My Name

Address

City State



THOMPSON'S DRAIN- PIPE CLEANER



Winter or Summer

Thompson's Drain Pipe Cleaner is
A Steady and *Profitable* Seller

What every merchant wants is stock that will sell all year round, that will sell surely and quickly and at a good profit.

That's Thompson's Drain Pipe Cleaner. Drain pipes get clogged no matter what season of the year it is. In the winter they freeze and Thompson's Drain Pipe Cleaner will thaw frozen drain pipes just as easily as it cleans obstructions of grease, cloth, hair, slime, etc. Will not injure the finest plumbing.

What It Does

Dissolves Obstructions in Drain Pipes
Thaws Frozen Drain Pipes Whitens Wood Floors
Quickest and Most Economical Paint and Varnish Remover on the Market

Special Introductory Offer

3 Cans Free

WITH ATTRACTIVE COUNTER DISPLAY

with initial order of $\frac{1}{2}$ -doz. pound cans retailing at 50 cents each. Dealer's price \$4.00 a dozen delivered. Send check for \$2.00 today. Sale guaranteed.

Thompson's League of Merchants, Inc.

50 Church Street, New York City

Kindness Helped This Dealer's Collections

IN talking to a Missouri merchant about the knotty question of collections he said, "I started a little plan a good many years ago which has paid, although I really didn't think about the money side when I started it. One year I went over my list of unpaid accounts and noticed here and there an old unpaid item from a fellow who had really braced up and started life anew. For instance, one fellow who had been owing me four dollars and eighty cents since the time he was our prize boozier four years before, had braced up, was married and making a hundred dollars a month down at the railroad shops. There were several other fellows like this that owed me small amounts and I thought they ought to have encouragement, so I wrote each of them a personal letter something like this:

Dear Tom:

We have had a little item against you for several years, and after thinking things over we have decided to cancel it from our books.

I hope you will accept the enclosed receipted bill in the spirit we send it to you. We want to do our part in helping things along in the new turn for the better, which I understand your affairs have taken. I know how a fellow gets up against it sometimes, and I feel that any little thing I can do to encourage him is just doing my part in making this a better community.

Here's wishing you all success and happiness. If we can be of service to you at any time, call on us.

Your friends,
THE JONES HARDWARE CO.

I wrote letters like this to about ten accounts and to my surprise six

of them came in, shook me by the hand, insisted on paying the canceled bill and started in doing business with me again. I might have turned such accounts over to a collection agency, but I don't believe they would have gotten as many of them to pay as I did and they would have made every one of them down on me for life. Of course every store has outstanding accounts that are "bomb proof" against everything and who need the fear of God put into them before they will "dig in." But there are others which a little judgment and kindness will turn back into good customers. I don't advise any merchant to try this unless he is really sincere and trying to help his former customer along.

Quite So!

When a flock of words ecstatic
Clutter up your mental attic

And the world assumes a rosy-
tinted hue.

When you long to warble sweetly
To express your joy completely

And light-heartedly essay a
dance or two,

When your smile is wide and win-
ning,

And sets all your friends agrin-
ning,

As you gaily jest and talk of
"future days,"

When with joy you're overflow-
ing,

And your face with pride is glow-
ing,

It's a sign the boss has given you
a raise!

*Some dealers are as true as the
steel they sell. The trouble is
some of them have the same
amount of temper*



**No. 1150
PUSH-THRU
SWITCH
PLUG**

**NONE BETTER
THAN THE**



Simple in design

Sturdy in construction

Superior in appearance



**No. 500
DUPLEX PLUG**

Manufactured by

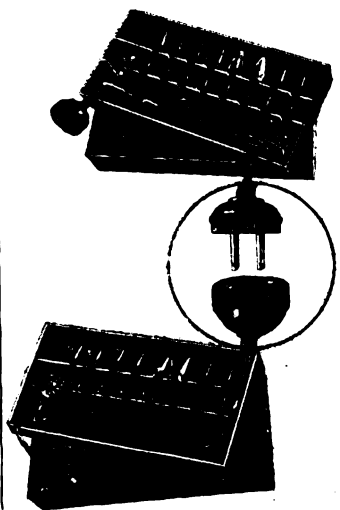
HENRY HYMAN & CO., Inc.

NEW YORK

CHICAGO

476 Broadway

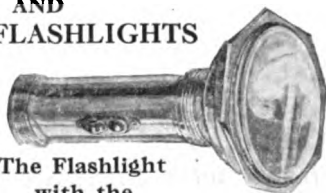
212-216 W. Austin Ave.



Made in 8 Lights Only.
For larger sets—just plug
together the correct num-
ber of units.

USALITE
TRADE MARK

**UNIT OUTFITS
AND
FLASHLIGHTS**



The Flashlight
with the

SAFETY SHUTOFF

A life saver for the
Flashlight Battery

Samples upon Request

United States Electric Mfg. Corp.

476 Broadway, New York, N. Y.
212 W. Austin Avenue, Chicago, Ill.



A PRICE that makes selling easier.

A WINDOW display that drags people inside the store.

A RADIATOR that delivers the most heat of any of its kind.

That's why Simplex Sunbowls Sell.

Every dealer handling Sunbowls will have one of these window displays in twelve colors. (Size 27" x 36".)

Progressive hardware dealers are building up their electric appliance departments.

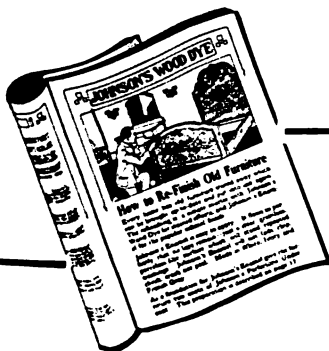
Here is a new item and a fast seller.

The Simplex Sunbowl is 20" high with a solid copper reflector 12" in diameter

SIMPLEX ELECTRIC HEATING COMPANY

15 South Desplaines Street, Chicago

CAMBRIDGE, MASS.



New Furniture for Old This FREE Book Tells You How to Do It

This book tells how to refinish old furniture to conform with the vogue for enameled and stained effects—how to make your home artistic, cheery and inviting.

Gives complete instructions for finishing inexpensive soft wood so it is as beautiful and artistic as hard wood. Tells just what materials to use—how to apply them—includes color card—gives covering capacities, etc.

This book is the work of famous experts, illustrated in color. We will gladly send it free and post-paid for the name of your best dealer in paints.

And for 10c we will also send you a can of Johnson's Prepared Wax—the dustproof polish for furniture, woodwork, floors and linoleum.

S. C. JOHNSON & SON
"The Wood Finishing Authorities"
Dept. AD-11 Racine, Wis.

SHERWOOD



Predetermined:

As a result of a nation-wide Sherwood window campaign, thousands of parents are thoroughly sold on the superior merits of the SHERWOOD, and hordes of youngsters are on their good behavior pending the arrival of "Old St. Nick" and that coveted SPRING COASTER.

We have a big factory operating full time to meet the "Old Saint's" advance demands. You want to handle what the public wants to buy and that means a TON-TESTED SHERWOOD.

This is fair warning. Only so many SHERWOODS can be produced in a day. Order now if you expect to obtain your full share.

Write your jobber or the factory direct.

SHERWOOD BROS. MFG. CO., Inc.

Canastota, N. Y.

Builders of Sherwood Spring Coasters, Baby Grand Wagons, Steerplane, Auto Bob and Junior Sleds.



SONNEBORN PRODUCTS

A New Source of Profit

Many hardware and roofing dealers find Stormtight "A New Source of Profit."

Stormtight puts a one-piece waterproof coating over the old roof, thus saving the cost of a new roof and the labor of pulling up the old.

Stormtight puts good profits into the pocket of *one dealer only* in each locality.

Stormtight

Dealers Are Enthusiastic

Read these convincing extracts from the letters of dealers who sell Stormtight:

"Our experience with Stormtight is gratifying—nothing but praise."

"Stormtight is a good seller and growing steadily."

"Customers who use Stormtight give us future business. Expect to increase our sales. Your national advertising will help."

"Glad you are extending your advertising. Stormtight is satisfactory in sales and cooperation from you. Many repeat orders."

"We believe your advertising in Saturday Evening Post and Literary Digest will create bigger demand."

Take your share of these new profits which local and national magazine advertising behind Stormtight always produces.

Be the *one* dealer in your locality.

Write for detailed Dealer Book

L. Sonneborn Sons, Inc.

264 Pearl St. ^{Dept. 40} New York City



The Man of Tomorrow

The boys grow up fast ; soon they will be men whom you look for business.

Why not start today to cultivate their trade, educate them to the fact that they can secure their needs at your store? Get them in the habit of trading with you.

This new Boy Scout folder will help you. It is handsomely printed in full colors and shows the complete Columbian chart of knots and splices. It also illustrates how Columbian Rope is made and guaranteed.

Write for a supply to draw the boys to your store.

Columbian Rope Company

432-80 Genesee Street

Auburn, "The Cordage City," N. Y.

Branches: New York Chicago Boston Houston Baltimore

What has a Demi-Tasse to do with the Hardware Business?

THE easiest thing in the world to overlook is that which is under our very noses. For years I have seen *The Delineator* read and re-read by women I have known. I have seen other magazines come and go, with *The Delineator*, like the brook, seeming to keep on forever.

But I never knew what it all meant until a year ago, when I read a letter addressed to the editor of *The Delineator*. It came from a woman in a small town in Pennsylvania. She had received half a dozen of those small cups called demi-tasse for a Christmas present. Never in her life had she drunk coffee from a demi-tasse, and here she had a set of these cups on her hands. And she wanted to use them. So she was writing to *The Delineator* to find out whether the coffee in demi-tasse should be served at the table or after the guests had arisen; whether it should be served with cream and sugar, or with sugar alone, or without either. It was important to her that she know. A feeling of embarrassment kept her from asking her friends in her own town, so she turned to a friend a long way off, but one that had never failed her. She asked *The Delineator*.

The letter was answered fully and forgotten, part of the everyday life of the editors of *The Delineator*. They answer thousands of inquiries on every conceivable subject. But to me the letter was like a searchlight playing upon something

(OVER)

I had felt but had not seen. For in this letter I saw just how *The Delineator* had gained its hold on millions of American women.

A trivial thing to get excited about—a demi-tasse—to you folks who know all about such things. But to this woman who had never used such a cup in her life it was really vital. And she turned for her information not to her friends at home but to the editors of *The Delineator*, who had helped her many times before.

So from babies to demi-tasse, from the care of the hair to the planning of a house, the service of *The Delineator* begins where most magazines leave off.

In 1,500,000 homes *The Delineator* and its associate publications are helping women to find practical solutions of their problems. In every sixth or seventh of the substantial homes in your own community these magazines are showing the woman how to raise her babies into strong, intelligent men and women, how to clothe herself and her children in style at little cost, how to add zest to her meals; the value of labor-saving devices, how to do more easily, or more quickly, or more economically the thousand things about a home.

These women believe what *The Delineator* tells them. They trust it and their trust is built on years of faithful service. Isn't it natural that they should have great faith and confidence also in the products that are advertised in *The Delineator*, especially when every advertisement carries an absolute guarantee?

When a manufacturer advertises in *The Delineator*, he is reaching the best families in your community. His message goes in a magazine that millions of women trust as they trust no other publication. It appears in a publication that believes so strongly in the retail merchant that it barred all mail order advertising from its columns. The mail order houses cannot buy a line of advertising space in any issue of *The Delineator*. When you think of all these things, is it any wonder that advertising in *The Delineator* pays the manufacturer and creates business for the retail merchant?

THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK

Your Business Allies

The following manufacturers are among those who are using the advertising pages of the December number of *The Delineator*:

**LORAIN OVEN HEAT
REGULATOR**

American Stove Co.,
512 Chonteau Ave.,
St. Louis, Mo.

**BUTCHERS BOSTON
POLISH**

Butcher Polish Co.,
Boston, Mass.

BETTERBABY CRIB

The Caldwell Mfg. Co.,
Columbus, Ohio

**NAPANEE DUTCH KITCH-
ENETTE**

Coppes Bros. & Zook
Napanee, Ind.

IRISH MAIL CAR,

The Hill Standard Co.,
Irish Mail Ave.,
Anderson, Ind.

**HOOSIER STOVES AND
RANGES**

Hoosier Stove Co.,
333 State St.,
Manon, Ind.

**THE HOOVER ELECTRIC
CLEANER**

The Hoover Suction Sweeper
Company,
North Canton, O.

SANI FLUSH

The Hygienic Products Co.,
Canton, O.

GORHAM SILVER POLISH

Harold F. Ritchie & Co., Inc.
171 Madison Ave.,
New York City

**1847 ROGERS BROS. SIL-
VERPLATE**

International Silver Co.,
Meriden, Conn.

**SCOTT TISSUE TOILET
PAPER**

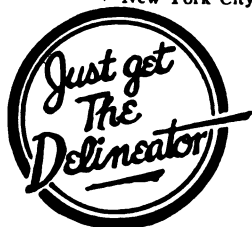
Scott Paper Co.
Chester, Pa.

**TAYLOR OVEN THER-
MOMETER**

Taylor Instrument Co.,
Rochester, N.Y.

3-IN-ONE OIL

Three-in-One Oil Co.,
1650 Broadway,
New York City



Popular Priced Profit Producers



DI-MEL-INE is unique—just one size of can in each item to sell at a popular price. A complete, compact, distinctive line combining good value to the user and liberal profits on a quick turnover for you.

Here's a Special on a few "high lights" in DI-MEL-INE that will fit right into your Fall Housewares Sale and move steadily all Winter.

STOVEPIPE ENAMEL is a great "hot cakes" seller all the year—good for all iron things from a gas range to an auto—indoors or outdoors.

**20
Cents**



**20
Cents**

UNIT A

A sure-hit quick seller for any store—large or small—city, town or village; just two items and the FREE goods.
6 Dozen STOVEPIPE ENAMEL (½ Pints).
6 Dozen ENAMEL PAINT, White (¼ Pints).
1 Gross at \$18.00.
FREE 1 Dozen VARNISH STAIN, Dark Oak.

Investment \$18.00
Regular Profit 10.80
Extra Profit 2.40

UNIT B

The same quantity, but taking in one more item and making a total of four winners—including the FREE goods.
6 Dozen STOVEPIPE ENAMEL (½ Pints).
3 Dozen ENAMEL PAINT, White (¼ Pints).
3 Dozen VARNISH STAIN, Dark Oak (½ Pints).
1 Gross at \$18.00.
FREE 1 Doz. FURNITURE VARNISH (½ Pts).

Investment \$18.00
Regular Profit 10.80
Extra Profit 2.40

UNIT C

A 50% larger quantity than Unit "B" and 100% more FREE goods. You can save some freight on this lot and double your EXTRA PROFIT.
6 Dozen STOVEPIPE ENAMEL (½ Pints).
6 Dozen ENAMEL PAINT, White (¼ Pints).
4 Dozen VARNISH STAIN, Dark Oak (½ Pts).
2 Dozen VARNISH STAIN, Light Oak (½ Pts).
1½ Gross at \$18.00 per gross.
FREE 2 Doz. FURNITURE VARNISH (½ Pts).

Investment \$27.00
Regular Profit 16.20
Extra Profit 4.80

UNIT D

The Dealer's Fall Assortment of 30 Dozen taking in all of the 29 DI-MEL-INE items and making "A Complete Little Paint Department." A standard stock for any store; nine years on market without a change.
2½ Gross at \$18.00 per gross.
FREE 4 Doz. ENAMEL PAINT, White (¼ Pts)

Investment \$45.00
Regular Profit 27.00
Extra Profit 9.60

FULL-SIZE, FULL-MEASURE, U. S. STANDARD CANS

Prices F.O.B. NEW YORK with 2% FREIGHT ALLOWANCE deducted from invoice—2% Cash 10 Days, 60 Days Net to rated merchants.

DI-MEL-INE is an established success with Hardware dealers without regard to general paint and varnish lines they handle. It has a nine year record of sales, profits and repeats all over the U. S. The staple items in Units A-B-C are as handy to have around the home as a can of glue or a bottle of ink. Send us your order direct for one of these Units or show this ad to your Jobber's salesman and tell him to ship it to you.



SOLD BY HARDWARE JOBBERS

Send for color card and folder

MONTAUK PAINT MFG. CO.

172-174 Second Avenue
BROOKLYN, NEW YORK

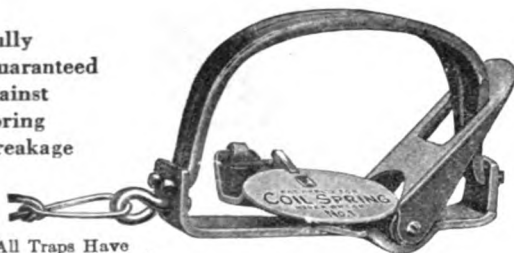
No. 1
COIL SPRING
 Never Break
\$1.65
 Per Dozen
 F. O. B.
 Jobbing Point

Coil Spring Trap

Every strong or desirable feature found in either long-spring or under-spring traps is embodied in the new "Coil Spring" Never Break.

MAIL YOUR ORDER DIRECT TO US, which will be invoiced through any Jobber you specify. The season is almost here. Order now.

Fully
 Guaranteed
 against
 Spring
 Breakage



All Traps Have
 Chain, Ring and Staple

ALSO
No. 2 COIL
DOUBLE
SPRING
\$3.60 Doz.

Ready
 for
 Immediate
 Shipment

TRIUMPH TRAP CO.
INC.

(Makers of High Grip and
 Triple Clutch Traps)

ONEIDA
N. Y.

A
 Display
 That
 Will
 Pay



TRADE **STAY SHARP** MARK

Kitchen Knives

By their appearance instantly express the high Quality and continuous Service which the most severe tests prove are theirs.

An
 Eloquent
 Silent
 Sales-
 man

R. Murphy's Sons Co.
AYER, MASS.

This makes a strong appeal to housewives, hotel and restaurant men and everyone else who recognizes that lasting Quality is the first essential of Kitchen Knives.

The steel in these Stay Sharp Knives holds its keenness for cutting, paring and peeling.

Order these knives by the dozen sets, put up in this attractive Display Carton. Order now and do a big summer business.

Send for new Catalogue of the whole Stay Sharp Line.

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



**Raises 9 ft. high
for Drying**



**Lowers to 4
feet for
Loading**

Little Giant Clothes Reels are ORNAMENTS, not EYESORES. Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876



BOYER'S "O-SOOT-O"

**SOOT DESTROYER
CHIMNEY AND FLUE CLEANER**

A Profitable and Seasonable Item

Put this on your counter and see the bricks sell themselves.

A necessity in every home.

Users see the immediate results.

O-SOOT-O is the last word in a chemical soot destroyer for removing soot from stoves, furnaces and chimneys.

THE BOYER CHEMICAL LABORATORY CO.

940 North Clark Street

CHICAGO, ILL.



"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of the trade.

GALVANOID is heavily electro-zincked *after* weaving by our modern process. Then a coating of transparent varnish is *baked* on. It is firm, durable, and attractive—the *best* grade of galvanized cloth made. *Order through your jobber.*

We also make

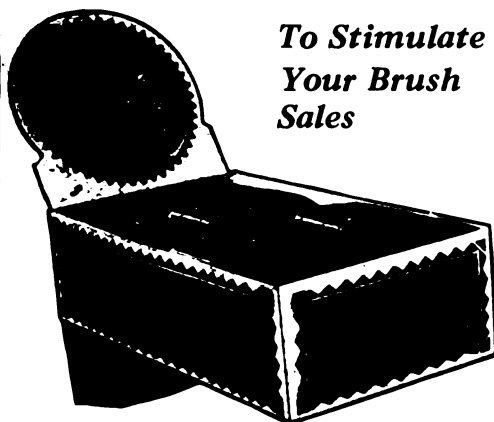
"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO. Chicago, Ill.

Factories: Chicago, Ill.; Mt. Wolf, Pa.

SOMETHING NEW



*To Stimulate
Your Brush
Sales*

One dozen two-inch, non-shed, Foss-set; excellent value, 50 cent brushes in a three-color easel display carton.

Write us for the name of jobber in your territory who has them in stock.

**FOSS-SET
BRUSHES**
are fool proof

MANUFACTURED ONLY BY
THE WOOSTER BRUSH COMPANY
WOOSTER, OHIO

Since 1851—One Family—One Idea—Better Brushes

The Refrigerator That Breaks Sales Records

52 HERRICKS were sold *this summer* in a town of less than 5000! And not one sold by price cutting methods.

Unusual—yes—but not for a HERRICK dealer. *Quality* sells the Herrick in spite of dull times or poor seasons.

Write for the HERRICK Sales Builder

With the "aristocrat of refrigerators" you can get the "cream" of the business in your neighborhood.

Write today for the HERRICK sales-building catalog and dealer's terms.

HERRICK REFRIGERATOR & COLD STORAGE CO.
Waterloo, Iowa

Makers of the

HERRICK

The Aristocrat of Refrigerators

Three Factories

Main Office: Toledo, O.

The American National Company

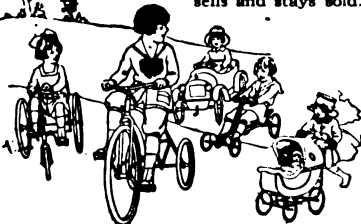
Fifty-one Years' Experience Is Back of This Line

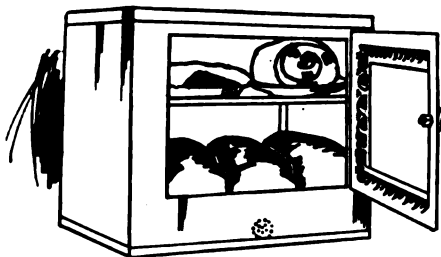
Accounting for the leadership in design and completeness of the full line of Baby Vehicles and Wheel Goods.

The *Diary* Beautiful

Built—not made

This vehicle is typical of the complete line—neat appearance, sturdy and durable enough to stand the wear and tear of young America. A line that sells and stays sold.





Works For You

Every Home Comfort Bread and Cake Cabinet that you sell immediately becomes a salesman for you—without salary. We know of instances where one cabinet in a community

has been the direct cause of dozens of sales. Put these efficient, low priced salesmen to work for you now by placing a trial order. One sale will convince you.

THE HOME COMFORT COMPANY Saint Paul, Minnesota

"WHEN YOU ORDER DIRECT, MENTION YOUR JOBBER"



The Mark of Distinction

The remarkable success of MIDDLETOWN SILVERWARE is traceable to its supreme quality; its exquisite design; and low cost—not forgetting, of course, its very practical utilitarian value as part of the silverware service in the home.

Catalog gladly mailed on request.

The Middletown
Silver Co., of
Middletown, Conn.
U. S. A.

*World's Largest Producers
of Pyrex Lined Silverware*

MIDDLETOWN SILVERWARE



A Trade Builder

WITT

Corrugated Ash Cans and Garbage Pails

Buyers of ash cans and garbage pails in your vicinity want the Witt Corrugated kind with the yellow label. They learned long ago that these superior refuse containers were "Substantial — Sanitary — Safe."

A display of the Witt line means increased trade. The bright appearance of Witt cans lends distinction; the yellow label marks yours as a store of quality. Start the silvery flow of dollars with these sterling cans and pails.

Your Jobber can Supply You

The Witt Cornice Company
Cincinnati, Ohio



PUT CHOREBOY ON THE JOB

Customers will come back again and again for ChoreBoy, because ChoreBoy does cleaning jobs all over the house and everywhere else—and does better work more quickly. This wide usefulness means sales—and lots of them.

Sells at 10c. and a big slice of it is profit.

Make ChoreBoy work for you.

Ask your jobber or send us his name with 75c for trial dozen post paid. Discount for quantity.

The Chore-Utensils Corporation of America
Orange, N. J.

A New Series of ARTICLES

Illustrated by

TONY SARG

**AMERICA'S FOREMOST
CARTOONIST**

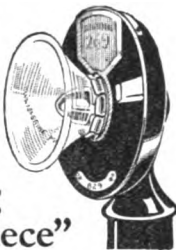
**begins in this
issue.**

SEE PAGE 17

Quick Cash Sales!

You Can Make More Money Displaying the

Wonderful "Whispering Mouthpiece"



This simple attachment for telephone users gives privacy to the conversation, ease and comfort in talking and insures cleanliness.

SOLD ON A GUARANTEE

Hundreds of dealers have found, after a trial, that our handsome three color display card literally sells this specialty on sight and offers maximum profit with minimum effort.

Place a card on your counter at once. Information and prices on request.



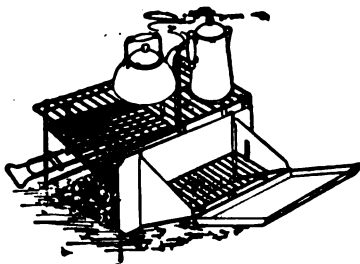
THE EDVYTT LABORATORIES

MANUFACTURERS

576 W WASHINGTON BLVD.
CHICAGO

Nugget Camp Kit

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P
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A practical, folding Camp Stove and Oven that has become the most popular on the market. It is not a make-shift but will successfully cook, bake and broil.

Kit consists of Stove, Meat Broiler, Detachable Oven, Frying Pan with folding handle, and Kit Bag. Every piece is strongly constructed and gives long service.

Designed after years of experience in the manufacture of Camp Grids and Camping Utensils that SELL. Write us for descriptive circulars.

Dept. CG

UNITED STEEL & WIRE CO.

Battle Creek, Mich.

Manufacturers of Camping Utensils

Double Your Business On Glass Cutters

Nearly everybody who comes in your store ought to have a Krak-A-Jac Glass Cutter. Low priced. Anyone can use it. A lot of people will buy if you put one of these display cards on your show case. It's more than a display card

—it's a selling card. It moves the goods. The card with 12 Krak-A-Jac guaranteed glass cutters costs you \$1.50. You sell the glass cutters at 25c each and double your money.

J. E. MILLER & CO.
136 W. Lake St. Dept. G. H. Chicago, Ill.



Order one or more display cards direct giving name of the jobber through whom you want us to bill.

Announcing—

Our 1922 Publicity Plans for The Original

Guernseyware
"COOK AND SERVE IN THE SAME DISH"
ON THE STOVE ~ IN THE OVEN ~ ON THE TABLE ~

Beginning in December 1921 issue, a series of attractive, sales-promoting advertisements, directing purchasers to your store, will appear throughout 1922 in a list of high class National Women's Magazines.

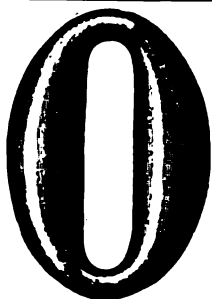
Hardware dealers who now stock Guernseyware—Vitrified Porcelain Casseroles, Ramekins, Baking Dishes, Tea Pots, etc. will benefit from the demand we create

We have educated the public to look for this trademark on every piece of genuine Guernseyware.



Write for complete, illustrated catalog. We also make a full line of hotel ware.

The GUERNSEYWARE CO., Cambridge, O.



Nothing

anywhere produced can exceed in quality, design, or completeness the

Premax Line

of Metal Letters, Figures and House Numbers—aluminum and brass—eight sizes.

Our catalog is free

Niagara Metal Stamping Corporation
Niagara Falls, N.Y. Division 6

Catch the Dimes

Set the Slip-on carton on your counter and gather in easy sales.



The SLIPON Handle Protector

is easily attached to teapot, coffeepot, or percolator handles and keeps them from scorching. So simple and useful that it makes an instant hit. Packed in 3 dozen and 1 dozen cartons.

Endorsed by Tribune and Good Housekeeping Institutes.

Order From Your Jobber

YOUNG SPECIALTY COMPANY
2220 Vliet St.
Milwaukee, Wis.



Your Customers Make Money on This, too

The Gillette Clipping Machine saves every horse owner money and time. A man can groom half a dozen horses with the Gillette in the same time as it takes to do *one* by hand.

It operates by electricity from an ordinary lamp socket—no work—no fuss.

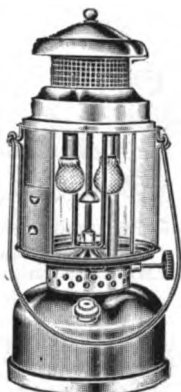
Write for complete catalog with prices

GILLETTE CLIPPING MACHINE CO.

129-131 W. 31st St.
New York City

"The Light That Sells"

Lights quick with a common match—**storm proof**—throws a flood of light like a young lighthouse.



Nulite Match-lite Lantern

Write and ask for our sales help. We pay for first ad in your home town newspaper and electrotypes for additional ads supplied free.

NATIONAL STAMPING & ELECTRIC WORKS
CHICAGO U. S. A.



**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office



I'd like you to
meet Mrs.
Spratt
Who gauges
the heat of
Deep Fat.

Meet Mrs. Spratt

the quaint character used
in our advertising in
women's publications to in-
crease your sales of

**WILDER STANDARD
COOKING THERMOMETER**

If you do not carry this cooking group in stock send for our **SPECIAL TWO DOZEN TRIAL ASSORTMENT** and particulars regarding our plan to **INCREASE** your thermometer sales.

**WILDER-PIKE
THERMOMETER COMPANY**
Troy, N. Y.

Makers of Thermometers for all purposes

TRIMO

THE WORD THAT
STANDS FOR

Superior

Pipe Wrenches

AND

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for Sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.

Roxbury, Mass.

100% PROFIT FOR HARDWARE DEALERS!

Everyone needs Phonograph Needles, and here they are—60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10¢ per box—bringing you a clear profit of \$3.00.

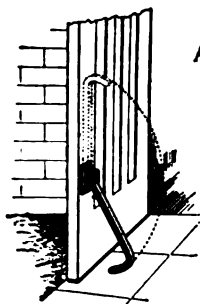
They Sell Themselves

And your customers will come back again to call by name for those satisfactory Violaphone needles. Every needle plays 10 records—*brilliantly*. For any Phonograph that uses a steel needle.

The Fred. Gretsch Mfg. Co.
60 Broadway, Brooklyn, N. Y.

Or Ask Your Jobber





**Prevent
Accidents
with a
Phenix
Garage
Door
Holder**

Holder No. 52

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders. No "come back" to fear.

PHENIX MFG. CO.

**818 Center St.
Milwaukee, Wis.**



**Make Your Business
GROW!**

Send for sample lesson and information on Sweetland's "Fifteen Lessons in Retail Efficiency." Use the principles that have built big successful retail stores.

Weekly letter in addition to lessons keeps you posted. Cut the guess work out of business. Make more money.

Write today for complete information and sample lesson.

Sweetland Service Bureau
Suite 452, Pierce Building
ST. LOUIS, MO.

**SWEETLAND
SERVICE for Retailers**



**No. 07
List \$9.30
Each**

**THE NAME
"TORRID"
GUARANTEES
Highest QUALITY
Greatest HEAT
Utmost EFFICIENCY**

**Fair Price
Ask for Catalog No. 21**

Geo. W. Diener Mfg. Co.
418 Monticello Ave.
Dept. 8 CHICAGO, ILL.



**\$3.50
Complete**

Second Spare Tire Carrier
Carries all tires up to 4½ in. Comes in small package. From your jobber or direct from



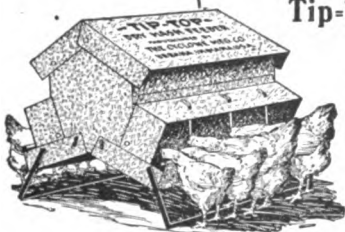
**\$4.00 West of
Rockies**

SEDGWICK SALES CO.
1405 Sedgwick Ave., New York City

Get Spare Tires from the Best

**GET THE XMAS ISSUE
OF GOOD HARDWARE**

**It will be full of practical
and valuable ideas that
will help your business.**



Tip-Top Dry Mash Feeder

A SNAPPY fall and winter seller. ALL steel, weather proof — feeds from both sides. Two sizes — two feet and four feet of feeding space— $\frac{1}{2}$ bushel and 1 bushel capacity. Order from your jobber or write us for prices and literature on feeders, plain and parking coops, etc.

THE CYCLONE MFG. CO.
Dept. 70 URBANA, INDIANA

SAMSON CORDAGE WORKS

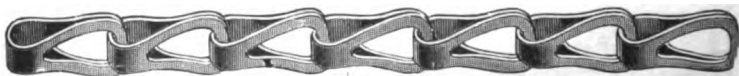
MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES

BOSTON



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. *SEND FOR CATALOG*

MASS.



SASH CHAIN

Originators
of
Sash Chain



6 TUBE REVOLVING PUNCH

Manufacturers:
Harness,
Belt and
Semco Punches

THE SMITH & EGGE MFG. CO. BRIDGEPORT, CONNECTICUT

THE G. G. G. HAME FASTENER GUARANTEED

It is Strong, Durable, Looks Good, is Quickly Adjusted and is Easily Pulled Tight.

→ "The G. G. G." is stamped on every Fastener. Accept no substitute.

Finished in brass or nickel

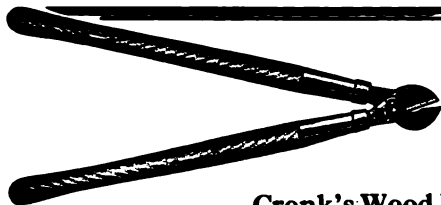
Packed $\frac{1}{2}$ doz. in box



For Sale by Jobbers

G G G Metal Stamping Co.

Warren, Pa.



A Quick Cutter

Cronk's Wood Handle Pruning Shears

Steel ferrule. Notched hook (patented) prevents slipping, gives greater leverage, and makes cutting easier than with any other.

CRONK & CARRIER MFG. CO.

Elmira, N. Y.

THE ONLY TATE'S

COMMON SENSE ASSORTMENT OF SPOOL WIRE for the Automobile and Household Trade. All salable numbers. Send for circular.

**E. H. TATE
MOP AND CORDAGE CO.
BOSTON, MASS.**

BARTLETT DROP-FORGED Compound Lever SNIPS

Made of high-grade Crucible Tool Steel, accurately tempered. Larger sizes cut metal up to 18 gauge easily. 7"-size just right for household use. 7", stamped, 8", forged. 10", 12", 14" forged. Your dealer has them or can get them from his jobber. Also makers of Compound Lever Bench Shears.



Folder on Request
BARTLETT MANUFACTURING CO.
38 East Lafayette Ave., Detroit, Mich.

You Can Make Your Store the Roller Skate Headquarters

BROWNIE SKATES and the *Selling Helps* we furnish free will do it.

It pays to cultivate the children's trade.

Just drop us a card and mention your favorite jobber.

F. D. KEES MFG. CO.
Dept. 60 Beatrice, Nebraska

THE STINE SCREW HOLES



THE ONLY SCREW HOLES IN THE WORLD

Manufactured by
**THE STINE
SCREW HOLES
CO.:**

Waterbury, Conn.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Order Thru Your Jobber

Silver Lake Co.

Newtonville, Mass.



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives **JUST THE SERVICE** you want. Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.



"MORCO"

Trade Mark Registered

STILLSON WRENCHES

(M)

Morco Stillson Wrenches

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed.

MOORE DROP FORGING COMPANY.
SPRINGFIELD, MASS.

De 13 '21 S

Good Hardware

\$1.00 A YR.

DEC., 1921



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK

Be Ready!



December we launch our advertising campaign to ten million

Opposite we reproduce in miniature several of the attractive Nestor Johnson advertisements to appear next month in all the leading boys' publications, also in Popular Mechanics and Physical Culture.

Simultaneously other striking Nestor Johnson advertisements will appear in scores of big dailies throughout the "skating zone."

Ten million people will be reached—reached in the midst of the spirited Christmas buying season—at a time when keen winds nip and Nature is frosting her ponds. Demand for Nestor Johnson North Star Tubular Skates will be heaviest in history. So be ready! Your jobber can supply you now. Be sure you stock Nestor Johnson. We're *emphasizing* that name.

NESTOR JOHNSON MFG. COMPANY, Chicago, Ill.
1239 North California Avenue

NESTOR JOHNSON NORTH STAR TUBULAR SKATES

USED BY CHAMPIONS
FOR 30 YEARS



"They go like lightning"

What Will the Jobber Do in 1922?

To the hardware jobber who is looking to 1922 to show a bigger volume of business, to add a number of new customers to the list he already serves and to establish closer and more friendly relations with the old ones—to the jobber who has come to realize that good-will means good business—we have a real plan to offer.

The value of our plan has already been demonstrated by experience.

During 1921 we “made good” with nearly twenty big jobbing houses holding franchises for **GOOD HARDWARE**. We have room for a few more select firms on our list.

WRITE FOR INFORMATION

Good Hardware

**Published Monthly by the Trade Division of
The Butterick Publishing Company
Butterick Building, New York**

These Pages Tell the Secret

The New Market for the Sale of 1,000,000 Bicycles a Year
Hardware merchants throughout the country are rapidly turning on to the latest craze in retailing—bicycles.

These Charts Show Why Keeping Shelves Filled is Good Business
A clear presentation of the facts of the case is being made by the charts.

Dozen Ideas for Cleaning up Your Stock of Refrigerators
Some practical ideas for cleaning up your stock of refrigerators are given in this article.

A Few Suggestions for Xmas Decorations
By W. W. ...

The Awakening of Pat Butler
... what is the secret of his success?

Union System Solves the Delivery Problem for Many Merchants
It offers a complete and efficient service at the lowest possible cost—no cost to the merchant.

We Did a Big Sewing Machine Business by Advertising Shears
The retail advertising value of a few sewing machines which we only made the most of is shown in this article.

How the Banker Can Help the Retail Dealer
... the banker's role in the retail business.

Ray Hardware Co. Turned Auto Accessory Stock Three Times in Six Months
This article shows how Ray Hardware Co. turned its auto accessory stock three times in six months.

How a Suburban Dealer Built a Big Bicycle Business
... a story of success in the bicycle business.

What Can We Do with Hummingbirds?
... the possibilities of the hummingbird market.

How We Made Money with Menus
... the use of menus in the hardware business.

Use Menu Cards with Your Advertising
... how to use menu cards effectively.

Actual Experiences of a Merchant Who Makes Real Money Selling Electrical Goods
... a merchant's story of success in electrical goods.

Athletic Teams Bring Business and Fame to Ray's Hardware Store
... how athletic teams can benefit a hardware store.

Plan for Getting More House Furnishing Business
... a plan for increasing house furnishing sales.

Why D. J. Tamminga, Hardware Dealer, Made Advertising His Pet Baby
... the success of D. J. Tamminga's advertising.

Population 700; Business \$200,000 Here's How They Did It
... a small town's success in hardware.

Speeds Turnover on Garden Hose
... how to speed up turnover on garden hose.

Building Up the Paint Department
... a plan for building up the paint department.

Mail Order Barons Have No Troubles as We Have
... the advantages of mail order.

A Clean Sweep in Aluminum Ware
... success in aluminum ware.

How \$200 and a Personality Grew to be a Big Cutlery Business
... a story of growth in the cutlery business.

A Practical Plan for Keeping Record of Goods Out on Trial
... a plan for keeping records of goods on trial.

THE SECRET

Filled to the brim with practical, helpful articles!

The jobber who realizes the value of good-will in business will appreciate the immense benefits that he may derive from sending this practical, helpful, authoritative magazine to all the dealers in his territory every month, with his firm's name on the front cover.

of Good Hardware's Success



The keynote of GOOD HARDWARE'S editorial policy is to give the hardware dealer real merchandising help. The jobber who supplies him with this magazine consequently renders the retailer an invaluable service. Let us tell you what our jobbers say about GOOD HARDWARE.

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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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GARFORD

\$1590⁰⁰

At Last—A Real
¾-Ton Truck

Built for Years
and Years of
Service.



The above is a standard truck body, admirably suited for carrying of hardware packages. Complete with windshield—\$1780. Chassis—\$1590. Equipped with electric starting and lighting—34 x 5 Pneumatic Cord Tires, f.o.b. Lima.

This new ¾-ton GARFORD is an all-quality—all-truck model.

As its name implies, it is designed for quick dispatch of moderate capacity loads at a normal speed of from 25 to 30 miles an hour.

Built throughout of GARFORD Quality units, it is deliberately planned for rugged work and wear at the lowest terms of cost for the longest term of life.

In the interests of permanent economy it will pay you to find why the Special Delivery will improve your service and cut your maintenance expenses.

THE GARFORD MOTOR TRUCK CO., LIMA, OHIO

TRUCKS

GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

The editor assumes no risk for manuscripts and illustrations submitted to this magazine, but he will use all due care while they are in his hands.

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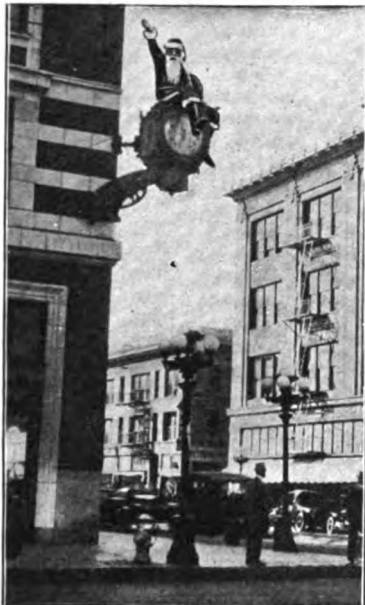
What Christmas 1921 Is Going to Mean to the Hardware Merchant

There's the spirit of Christmas abroad—there's a return to financial normalcy—there are attractive methods of catching the holiday attention—in short, there's happiness and profit in it for the hardware merchant.

THE hardware merchant has every chance in the world to reap a great deal of benefit out of this Christmas if he will keep before the crowds this constant reminder—the display of his goods. Never before has he been in such a good position to supply the demand of every member of the average family.

The latch-strings of people's purses are undergoing the loosening process. They are not in the reckless buying mood which preceded the war, but the financial strain is slowly lessening in our return to normal, and the free-handed spirit of Christmas giving is not lacking.

The hardware dealer who carries electrical goods as most do, has already half-sold Mother, when he displays the new



This dummy Santa beckons shoppers to the store

percolator that makes better coffee while it lends grace to the breakfast table — or the toaster that adds so much to the morning meal.

Out of his electric appliances, too, an attractive grouping of small lamps will not fail to interest the Modern Girl, who, in spite of her scorn for luxury, still has the good sense to want charming things in her room.

As for Father, he is usual-

ly monarch of all he surveys when he is in a hardware store. Everything, from razors to match-safes—he's the prospective buyer of them.

Sleds, skates, flashlights, all the hundred and one sporting goods items that the up-to-the-minute hardware man stocks, will charm

mas desires," read a portion of the advertisement. "All you have to do is to call Prospect 1400 or Erie 109 and in a twinkling you will be connected with St. Nicholas. His big record book will be right at his elbow ready to enter the list of presents you would like to



The wintry cave with the fairy and the toys to attract the children proved a profitable experiment for one store

the youngster. And it's at Christmas, after all, that he gets *his* innings.

So it pays to play up to the kids. The Higbee Company, of Cleveland, utilized a clever Christmas idea last year which could be employed by small-town dealers.

Newspaper advertisements, with big headlines, "Let the children talk with Santa Claus Over the Telephone Tonight" were run in the daily papers. The telephone number was given, together with an explanation that Santa Claus had been persuaded to talk to little boys and girls over the telephone between the hours of six and seven. "This gives thousands of youngsters the opportunity of telling Santa personally of their Christ-

have from him on Christmas Eve."

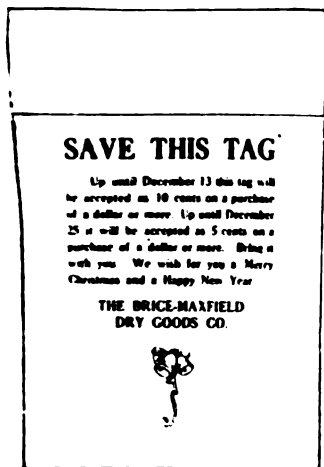
Fifty of the store 'phones were devoted to this service during the early evening hour, and the heads of departments played the part of Santa Clauses, in order to give the most intelligent attention possible to the telephone calls.

Wherever possible the child's name and address was obtained, and a note addressed on the following day to the parents mentioning some of the things desired and calling attention to the fact that first-class selections of their goods would be found at this store.

A mailing list to be handled properly should have a newsy letter that will appeal to a child—giving ideas that children will appreciate. The letter might announce the ar-

rival of Santa Claus in an aeroplane, as one of the leading department stores in St. Joseph, Mo., did last season with marked success.

The store's display man constructed an aeroplane of frame-



Above is a tag one concern used to stimulate 'Xmas trade, and on the right the housewife reads suggestions for gifts to be bought at this alert house

work and canvas, measuring 20 feet long and 20 feet from one wing to the other. A wire was stretched from the roof of a large building across the street to the roof of the department store.

The aeroplane glided along with a dummy Santa Claus as an occupant, landing on the store roof. A real Santa jumped from his hiding place and replaced the dummy, coming to the edge of the roof and bowing to the kids assembled in the street to see his distinctly up-to-date arrival. He then descended to Toyland, in the basement, where a great crowd of youngsters waited for him. The store attributed its very large sales that 'Xmas almost entirely to this unique advertising stunt.

An unusual method of getting holiday business was successfully used by one western store. They printed a number of tags, bordered in green and red, with a loop of red and green cord attached.

On the first Tuesday after Thanksgiving messengers were sent to cover every section of the city and tags were looped over the



door-knobs of each house. When the housewives opened their front doors they read on the tag:

Save This Tag

Up until December 13 this tag will be accepted as ten cents on a purchase of a dollar or more. Up until December 15 it will be accepted as 5 cents on a purchase of a dollar or more. Bring it with you. We wish you a Merry Christmas and a Happy New Year.

The Brice-Maxfield Dry Goods Co.

The reverse side of the tag offered suggestions as to gifts and directions as to where they could be found in the store.

It is small wonder that the children of another western com-

(Continued on page 50)



The modern glass front and show windows helped to turn a municipal office into this presentable hardware establishment

How "Saying it With Flowers" Made Joseph E. Broome a Successful Hardware Merchant

Mr. Broome attributes the present upward trend of his business to a little lesson he learned in selling "posies"—at any rate, it's resulted in his having a completely furnished and conveniently designed hardware store.

By J. St. George Joyce, Jr.

TO tell the story of how Joseph E. Broome came to establish one of the most attractive and modernly-equipped hardware stores in south Jersey, while many other hardware dealers have been marking time, would be to "say it with flowers."

It was flowers as a side line that gave Mr. Broome his first idea of growing beyond the limits of his small shop in his home town at Pitman, New Jersey. Last Easter he consented to the request of a florist to place some flowers in front of his store for sale on commission.

Another stand was opened by a rival florist half a block down the street on a central corner. When the Saturday before Easter came around, the hardware merchant took a hand at helping to sell the potted plants and flowers.

"I soon noticed that the fellow

down the street was selling five plants to my one," said Mr. Broome. "His flowers weren't any better than mine and the prices weren't any lower, but I soon realized that he had the central location and caught most of the customers before they got up the street to where my place was."

Turning that idea over in his mind, Mr. Broome on Easter Monday closed a deal for the purchase of a building in the very center of the business district, almost opposite the spot where his rival in the flower business had made such a success.

The building had previously been used as a candy store and for other business enterprises. At the time of the purchase it was being vacated by the borough council which had used it temporarily for municipal offices.

One of the first things that Mr. Broome did was to have the entire front torn out and a modern glass front and show windows installed. There had previously been the stereotyped bulk window front, with a door at one side for entrance to overhead apartments.

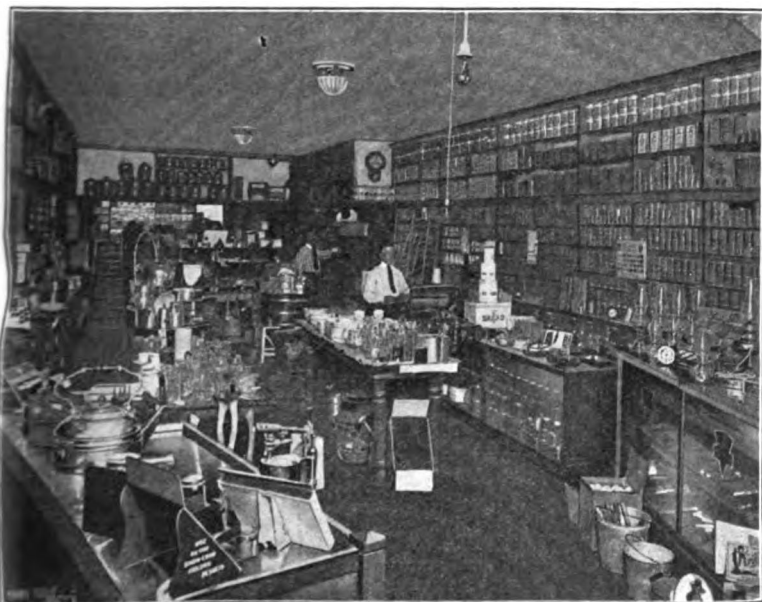
Through the new arrangement much more window display space

was provided, and the apartment entrance cleverly concealed so that the tenants could use a side passageway from the main store entrance behind one of the display windows.

The interior has been equipped with shelves with the idea of giving proper display to the principal lines that particularly appeal to the local trade. Mr. Broome was for several years a contracting house decorator and painter, so that he is well qualified to boost the sales of paints for various household uses.

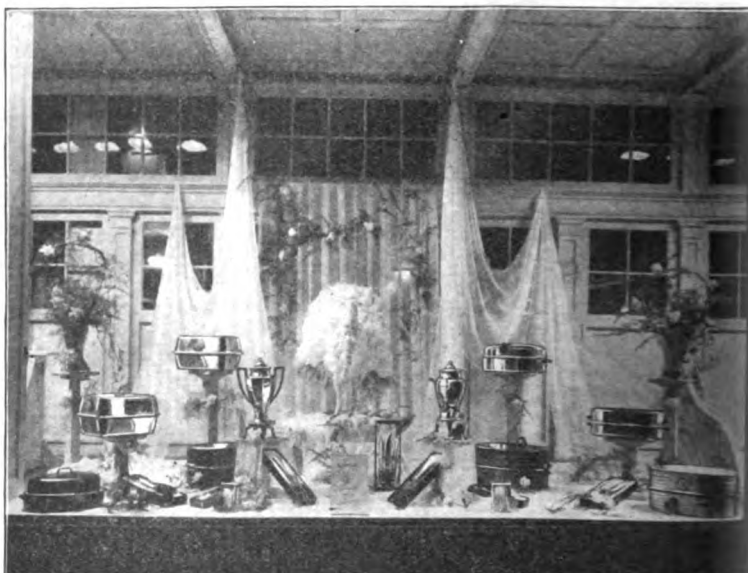
Counter and shelf arrangements have been made with the idea of getting a full display of the stock and also serving the convenience of the customers. The stock of paint, as an illustration, is directly at the customer's right as he enters

(Continued on page 57)

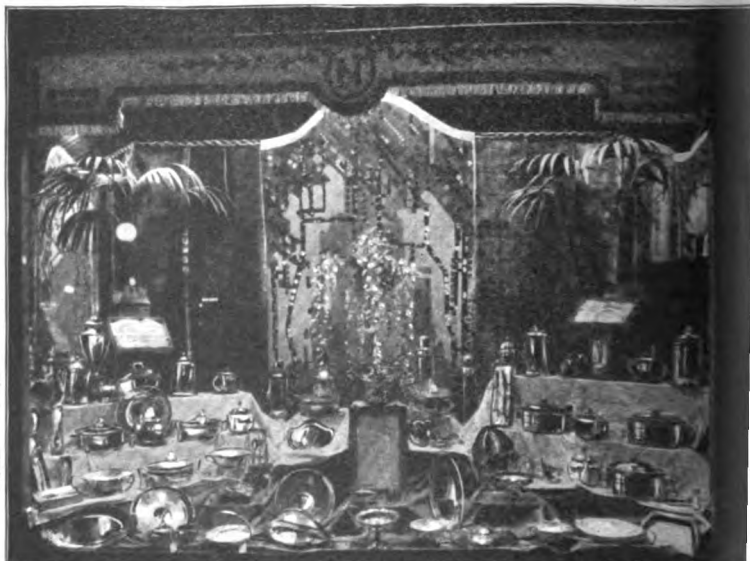


Everything in Mr. Broome's store is arranged with the idea of giving proper display and convenience to the customer

Windows Like These Will

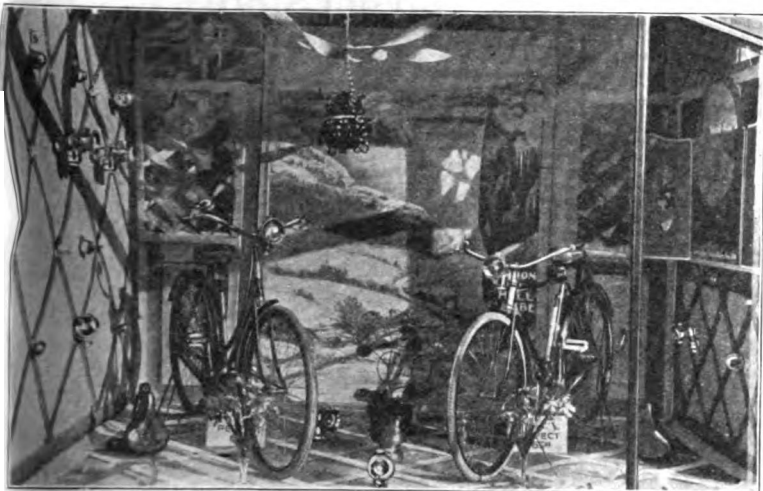


All the attractiveness of a department store in this hardware window through the use of filmy draperies as a background for a display of electrical appliances



With the aid of leafy palms, and a panel like a Japanese print of trailing flowers, this window of housefurnishings was transformed into a thing of beauty

Bring Christmas Business



Never was a better time than now to display bicycles to the holiday trade—every youngster hopes that Santa won't forget to include one for him or her on his annual visit



An imitation brick chimney with wisps of cotton for snow hanging over it lends real Christmas atmosphere to this window of things to delight the housekeeper

Doing a 100-Foot Hardware Business In a 16-Foot Store

How Sam McCool's little hardware emporium has become an institution in Northboro, Mass., and how his unique Winter Stove League came into being.



WHEN the residents of Northboro, Mass., a little town about fifteen miles from Worcester, want hardware they call on S. L. McCool.

When they wish to hear the latest news concerning public affairs they call on S. L. McCool.

When they are downtown and desire to borrow a pair of pliers, a screw-driver or a wrench to fix their wagons or autos they call on Sam McCool.

When they don't want to buy hardware, hear news or borrow anything, or aren't bent on any mission in particular, they just naturally call on S. L. McCool.

Mr. McCool and his hardware store are institutions in Northboro, as much as the Town Hall and the bank—and have been for nearly twenty years. When a stranger comes to town and starts making inquiries, the townspeople often point to the little store beside the railroad track on the main street and say: "Go see Sam McCool. He'll tell you."

In some of the smaller towns of

the country a grocery store provides the community forum for the discussion of topics vitally interesting to the townspeople. Not so in Northboro. McCool's store is the only place in town where people have the habit of ending up before going home. It is safe to say that there isn't a man, woman or child in town who isn't personally acquainted with Mr. McCool, for he has been a citizen of the community forty years and has



Mr. McCool's hardware store in Northboro is just as much of an institution as the Town Hall

conducted his hardware store half of that time.

To the townspeople Mr. McCool is known as "Sam." Nobody remembers the last time he was cross. He is glad to see everyone who drops into the store, whether they are customers for hardware or in search of a pipeful of tobacco. He provides several chairs around the stove in the back part of the store for visitors, who may smoke as much as they desire without his protesting.

Lets 'Em Talk and Smoke

"I don't cater to the women folk," said Mr. McCool in discussing his patronage. "My trade is mostly from men, although, of

course, women come to the store when they are seeking hardware. Because my trade is from men I feel I can give them a little more leeway than the grocery store, so I let them talk and smoke here all they want to. Sometimes the store is loaded with men, especially on the two evenings each week that I keep it open."

Mr. McCool started in business more by accident than anything else. He was a cloth finisher in Northboro for twenty years. His employer died, so Sam took the opportunity to enter the hardware business with another man, and,

after a few years, took over the entire business.

"I started in the hardware business to keep me out of mischief," said Mr. McCool. "I didn't dream of continuing in it any length of time. But——"

A man interrupted Mr. McCool at this point by poking his head in the door calling:

"Sam, can I take your wheelbarrow a minute or two?"

"Go right ahead," replied Mr. McCool. (He keeps the wheelbarrow outside the store much of the the time and it is probably used as often by others as by himself.) "As I was saying," Mr. McCool went on, "I found the business so much to my liking that I have been at it



Sam McCool reckons everyone in Northboro his friend, and keeps open house

ever since. I haven't got rich—didn't enter the business with that idea anyway — but I've kept my friends, and my head above water, and laid by a little for the future. I've never had a law scrape, and about the only people who have 'beaten' me are burglars, who have made two visits to the store in recent years."

"If you were a young man and had your life pursuit to choose over, would you pick the hardware business?" he was asked.

"There's no business I'd like better than hardware," he replied, his
(Continued on page 62)

EDITORIALS

Why It's Pocket Size

The general tendency among publications is toward a smaller size. Most of the women's publications have recently cut down the size of their pages—magazines like *Everybody's* have changed from the so-called "flat" size to standard magazine form.

Among business publications the demand is for magazines with pages of a smaller, handier size. Those, like **GOOD HARDWARE**, that can be slipped in the pocket are forging ahead. Practically every new business publication that has been brought out in the past year is of this same size.

The reason for the success of magazines of this type is clear and obvious. Your successful merchant or the man who is on the way to success is busy. Otherwise he wouldn't be successful. He has a limited amount of time to read. Every minute of that time must count. He intends to read all the good publications in the field. But most of them are bulky and long-winded and he puts them aside until he gets more time.

Now **GOOD HARDWARE** is built for just such busy, successful men. You can slip it in your pocket. It is there, ready

for you any time you have a spare minute. You can take it home. It is no trouble at all to carry around.

It is a little magazine. But there is a lot of good stuff between the front cover, with its picture by some famous artist, and the "ad" on the back cover.

Every article is written with the busy man in mind. There isn't a long-winded or "talky" story in the book. The people who gather the material for us are told to boil their stuff down. If they don't boil it down enough, we take a shot at it before it is set up in type.

Compare the amount of practical material in any one issue of **GOOD HARDWARE** with any other hardware publication you know of.

The pocket-size magazine is here to stay. It is the modern idea in business publications.

In former days we stored our relics in the attic; now we keep them in the cellar and carry the key with us.

The Sex of the Corpse

sends in the following:

"The regular minister could



X-ray photograph of a busy hardware dealer's pocket

One of our friends, John Sell, who runs a mighty fine hardware store out in Pittsburg, Kan.,

to attend the funeral, so at the last moment a substitute was pressed into service. This minister, on account of a puncture, arrived very late, and not being familiar with the sex of the corpse and wishing to get off at the right foot, asked one of the mourners in a whisper, "brother or sister?" "Cousin," as the whispered answer."

There's no shame in falling down; it's in lying there and not trying to get up.

About If you were a manufacturer or a jobber you would sell your merchandise through traveling salesmen, and the limit of the territory from which you would draw trade would be wholly within your control. At any time you could employ more men, extend your territory and increase your sales.

However, as the retail hardware and house furnishing supply man, the community from which you can expect trade is definitely limited. You have got to reach as many people within call of your shop as is possible; and the obvious way of increasing your sales volume is to interest them in as many items on your shelves as you can.

One way of doing it is to branch out into related lines, to stock merchandise that can be consistently carried in a hardware establishment.

Recently, the handling of linoleums by hardware stores has grown common in some sections of the country. Here is a line closely related and one which supplies a necessity to every home. Sales run into fairly large amounts and the margin of profit

on these goods is generous.

Not so long ago linoleums were bought by the "better" people largely, and then for the kitchen only. But most people have come to realize the substantial wearing qualities of linoleum, and it is now found in most homes. Manufacturers of linoleum have not been slow to take advantage of the interest in their product, and have stimulated it with very attractive and sales-pulling advertising. Neat and novel patterns have been created suitable for kitchen and bathroom use. These are attractive to the housekeeper. They give that "spic-and-span" appearance to the rooms that every woman loves. Nor have the manufacturers stopped here. Where, heretofore, linoleum patterns were limited to varied block arrangements, there are now available both piece goods and rugs as beautiful in their colorings and patterns as a woven rug.

It is easy to convince customers that these floor coverings require no hard sweeping and no beating and are kept clean and sanitary by going over them lightly with a damp cloth or mop. These arguments, which have been urged with such telling effect for the kitchen and bathroom coverings, can now be applied with equal effect to other rooms—for linoleum rugs are made for halls and dining rooms. Dainty patterns have been designed even for the bedroom and living room. Indeed, the quality and effects attained in this line of floor covering at the present time would do justice to the best room in the house.

Here is an opportunity to get new business out of the community you serve. The merchant

with "pep," the one alive to the full possibilities of his business will not be slow to see ways of developing what at first may be a small side line in a hardware store, to a big, profit-making department, which may carry the entire overhead expense.

It is the verbal Thank You and the way you say it that counts.

An Up-to-date Sale

A "No-Profit Sale" was A. I. Namm & Sons' recent contribution toward helping out the unemployment problem. These Brooklyn retailers sold a half million dollars' worth of merchandise at exactly the price paid for it, with no charge for handling, overhead or profit.

The Governor of the State, Senators and others endorsed the plan heartily, and the public stood squarely behind it with their pocketbooks. On no day, during the seven days the sale lasted, was the attendance less than 100,000.

In these times of reconstruction a whole-hearted attempt of this nature on the part of retailers will go far toward abolishing the ridiculous assumption that the consumer is being assailed at every turn.

Its success was so patent that other retailers have planned to duplicate the sale in their own communities. We say, more power to 'em!

One attempt and failure is worth two stand-patters.

A New Contest

A lot of our readers have been writing in to ask when we were going to have another picture title contest. In the January issue another contest will be announced.

Why Cohen's Is Headquarters For Linoleum

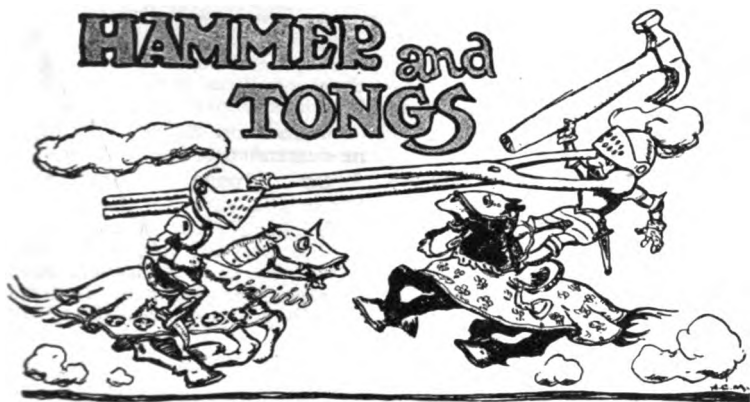
OUT in Jersey City, the small hardware store of L. Cohen & Son has established itself as a headquarters for linoleums. From a small sideline of six or eight pieces of floor covering, this enterprising concern has developed such a profitable business, that they have had to take additional space on the floor above the store to carry stock—and all in a period of about nine months.

How did they do it? In the words of the modest junior member of the firm: "We didn't seem to make any special effort. We had a few pieces of linoleum which we wanted to get closed out. We cut about eight room lengths of different designs and displayed them in the window together with a few mats and rugs, each marked with a price. We sold them quickly and had to get new stock. That's all."

But that really wasn't all. Upon close questioning this young salesman revealed that push and energy behind this line has made it the department it is. The tell-tale purchases of housefurnishings and hardware of the young woman just going into housekeeping was his cue to push floor covering—linoleum for kitchen, bathroom and dining room. He is fortunately located in a neighborhood that abounds in old houses with bad flooring and untiled bathrooms. It's easy to sell floor covering to a tenant of such an apartment.

By closely following up new tenants and from information supplied by janitors and van people, they sold many a yard of linoleum, in addition to much hardware.

When you're tired of selling nails over the counter, and an occasional lock to the newcomer in your neighborhood, try linoleum.



Demonstration Needed

She—Do yuh love me, John?

He—Sure.

She—Then why don't your chest go up and down like the man in the movies?—Tar Baby.

Hopeful

Mr.—I was a fool when I married you.

Mrs.—I knew that, dear, but I thought you would improve.—Aussie.

Two of a Kind

John did not come straight home. Hence he did not come home straight. The towering form of his wife loomed above him, as his stumbling shoeless feet sought the steps.

"Drunk again," she said caustically.

"Hooray, m'dear," he replied cheerfully, "so'm I."—Sun Dial.

It takes more than just paper and string to get customers wrapped up in your store.

Yes, Sir, It Does

A tabby cat felt lonely,

She had no lover true

To call on her and warble

"I love no one but you."

So on the fence she squatted,

And told the Moon her wish;

Now kittens six lap out of

A little china dish.

You take a tip from Lulu;

To boost your enterprise,

Just tell the World you've got it,

IT PAYS TO ADVERTISE!

By Jack Lionel in Judge.

Figure It Yourself

Judge—Where did the automobile hit you?

Rastus—Well, judge, if I'd been carrying a license number it would have been busted into a thousand pieces.—Schenectady (N. Y.) Union Star.

That's No Joke, Either

The proud young father of a new baby has asked the senate to name the youngster. By the time that body could agree the boy would be a grandfather.—Baltimore American.

The Reason

"Shay, offisher, wheresh th' corner?"

"You're standing on it."

"'S no wonder I couldn't find it!"—Puppet.

Department Store Gossip

"Lizzie went out with that floor-walker clown,

She said he was filled with booze,

And made her get out and walk back to town,

But there wasn't no mud on her shoes.

"Far be it from me to run a girl down,

Mistakes I will always excuse,

But when one declares she walked back to town

I look for the mud on her shoes."

The worried countenance of the bridegroom disturbed the best man. Tiptoeing up the aisle, he whispered:

"What's the matter, Jock? Hae ye lost the ring?"

"No," blurted out the unhappy Jock, "the ring's safe eno'. But, mon, I've lost ma enthusiasm."

Theology in Ireland

An Ulster schoolmaster, so the story runs, was putting a class of little lads through a brief theological catechism.

"Who is the Supreme Being?" he demanded of the first boy.

"Sir Edward Carson," was the bright reply.

Teacher repeated the question to the second boy, who also named the Unionist leader. And it was "Sir Edward Carson" from boy to boy, until one boy said:

"God."

Whereupon the rest of the class turned upon the dissenter with the indignant chorus:

"Yer dirty little Sinn Feiner!"
—Cleveland Plain Dealer.

Explosive

Rastus (after a visit to the doctor)—Dat doctah sure am a funny man.

His Wife—How come?

Rastus—Made me swallah two cartridges filled wiv powdah, and then tell me I shouldn't smoke. As if Ah would!

DIPPY STUFF



Nothing New to Her

His Honor—Get the prisoner's name, so we can tell his mother.

Rookie—He sez his mither knows his name.—Topics of the Day.

He Auto Anyway

"Poor Percy's chauffeur has quit, and he has to drive his car now."

"That's all right—he's finding out what it means to shift for himself."—Gargoyle.

One way of getting in with your customers is by putting yourself out.

Truthful, Anyway

The two village trouble-makers had gotten into a row and the matter was up in court. Uncle Wash, an old gentleman of color, was a witness.

"Now, Uncle," said the lawyer, "tell me just what conversation occurred."

"I kain't jes' remember it all," replied the candid Wash, "except dat each one was callin' de other what dey is."—American Legion Weekly.

Fifty-Fifty

"Ole," said the preacher to the Swedish bridegroom-to-be, "do you take Hilda Sorgeson for your lawful wedded wife, for better or for worse?"

"Oh, well," replied Ole, gloomily, "Aye s'pose Aye get little of each."

Louder

Bloke—Who was that fellow you talked to so long on the corner?

Soak—He was my old bar-keeper.

Bloke—What did he say?

Soak—He said, "No."—Puppet.

Two sailors at a dog show were gazing at a valuable Skye terrier which had so much hair that it looked more like a woolen mat than a dog.

"Which end is 'is 'ead, Tom?" asked one.

"Blowed if I know," was the reply, "but 'ere, I'll stick a pin in 'im, and you look which end barks!"—Blighty, London.

BY
WALTER WELLMAN



From Janitor to Lieutenant-Governor in 34 Years—With a Hardware Business Thrown In!

Energy and stick-to-it-iveness, not to mention SPEED, all account for the spectacular career of Charles A. Templeton, present Lieutenant-Governor of the State of Connecticut. And they're predicting the governorship for him in the fall!

By E. R. Stevenson



CONSTANT hammering at the job, energy, forcefulness, physical and mental alertness put Charles A. Templeton of Waterbury, Conn., in the leading ranks of wholesale and retail hardware dealers of Connecticut, and the same qualities made him Lieutenant-Governor of Connecticut.

"Laugh, will you?" he exclaimed to a group of Knights Templars of Connecticut who, at an outing at the seashore near New Haven last summer, were amused at the speed with which he won a 50-yard footrace for fat men (he weighs 186 pounds), and then just to show them, immediately entered the race for thin men and beat every runner in the entry.

Charles A. Templeton is a business man by inclination, training and keen joy in the work. But he is not the narrow type that finds nothing in life but business. He is living a life packed full of all sorts of activities, looking toward the welfare of the city in which he lives, the good of the state that has honored him by making him lieutenant governor (and is very likely to make him governor a little later on) and bringing him into helpful, friendly relationships with his fellowmen on every side.

Connecticut was startled out of its usual political serenity in the summer of 1920 when Charles A. Templeton suddenly announced that he was a candidate for governor. He had not stopped to find out what the attitude of the Republican machine might be toward his candidacy. He did not have a long state political record and it did not concern him that he did not.

He knew that it was a clean rec-

ord of honest service and he felt that he could get support in a candidacy for the head of the ticket, which practically meant election in the rock-ribbed Republican state. He had served as president of the aldermanic board in his home city with a distinction that led to a demand that he run for the state senate. As senator he had served but one year, but that was time enough for Charlie to draw attention to himself.

The machine was not ready to decide that Templeton was the man, but Templeton did not curb himself on that account. He followed his usual rule of rolling up his sleeves and going to work with the result of building up a strength for the convention that amazed old political hands who had not been prepared to take his candidacy seriously.

The result was that while he did not hit the exact bull's eye at



Running a big hardware store and helping to run the state of Connecticut is Lieut.-Gov. Templeton's husky job.

which he was aiming, he did get second place on the ticket, an accomplishment that is best appreciated in the state by those who understand the difficulties of the political task that he had set himself.

Furthermore, he stands today as the man who is most likely to be elected governor of the state when the next election swings 'round.

Mr. Templeton is a native son of Connecticut, having been born in Sharon, March 3, 1871, his forebears being old Connecticut folk. At the age of seven he moved to Winsted where, at that tender age, he got his first job working for the Gilbert Clock Company for 25 cents a day. There he got his right hand in contact with a buzz saw and lost two fingers. With his parents he moved to Thomaston, Conn., where, at the age of ten, he entered the employ of the Seth Thomas Clock Company as an ap-

prentice to learn the trade of tool maker and machinist. At the age of 13 he was a full-fledged journeyman in these trades.

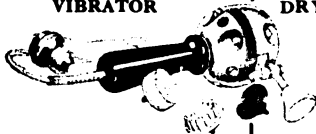
The alert boy then suddenly sensed the inadequacy of his schooling and determined to get a chance to do more studying. He gave up his job in the Seth Thomas plant and went to Plymouth, a town about a mile above Thomaston, to take a job in a general country store "clerking" because the job could be so arranged that he could go to school. He was now 14 years old and the energy that has all his life been



Charlie always was a fast worker. Even as a youth he held the state record in the 100 yd. dash.

Push These **STAR** Electrical Necessities

STAR MOTOR DRIVEN VIBRATOR



The biggest Vibrator attraction on the market. Sparking nickel, ebonised handle. Four specially made applicators, six feet of cord and special plug. Handsome, black, leatherised box.

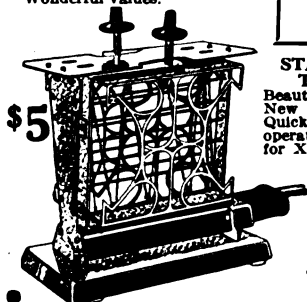
\$12⁵⁰



\$5

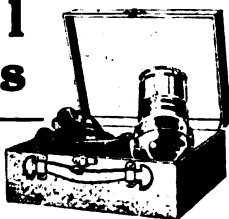
STAR ELECTRIC HEATERS

Model A shown. Retail at \$5.00. Model B, larger, finished in green enamel on pedestal base, retails at \$9.00. Wonderful values.



\$5

STAR ELECTRIC HAIR DRYER



Lightest, best made, most efficient. Hot or cold air instantly by pressing button in handle. A big seller!

\$12⁵⁰

Make Your Store "STAR" Headquarters!

Here is the best and most popular electrical line in America! Each product is a mechanical masterpiece. Each is consistently advertised in the leading national magazines and newspapers. . . . Quick turn-over. Liberal profits for you. . . . Get in touch with your Jobber or us immediately!

FITZGERALD MFG. COMPANY
Torrington, Conn.

STAR REVERSIBLE TYPE TOASTER

Beautiful sparkling nickel. New way of turning toast. Quickest to operate. Ideal for Xmas gift.

\$5



STAR ELECTRIC VIBRATOR

The famous Star leader. More than a million sold. Still the best at its price. Three applicators, six feet of cord and plug.

so characteristic of him was markedly shown.

He not only went to school but was assistant postmaster under postmaster E. M. Thomas, appointed by President Cleveland, kept alert to the many jobs of the store, was janitor of a church, janitor of the school and worked in countless other odd jobs. In the "clerking" job he learned the rudiments of storekeeping and a lot

him in his preparation for Trinity College. He had determined to become a minister, his training having brought him to the point where he was doing lay preaching in small Connecticut churches, for which he was compensated at the rate of \$6 a Sunday, which he saved toward college expenses.

Fate determined that Mr. Templeton was to be a hardware man and not a cleric, but his experi-

THE LIFE OF A BUSY HARDWARE MAN

Member of Board of Aldermen

Member of Board of Safety

President of the Waterbury Business Men's Association
which is now the Chamber of Commerce

First President of the Rotary Club

First President of the Waterbury Republican Club

Treasurer of Republican Town Committee for a good many
years

Director of the Waterbury Trust Co

Director of the Waterbury Masonic Temple Corporation

Director of the Rotary Club

Director of the Y.M.C.A.

Trustee of St. Margaret's School

Vestryman of Trinity Church

Member of the Child Welfare Commission

Eminent Commander, Clark Commandery No. 7, K.T.

Master of Liberty Lodge

Secretary and Treasurer of Hotchkiss & Templeton for 15
years

President and Treasurer of Charles A. Templeton, Inc

Senator, State of Connecticut

Lieutenant-governor, State of Connecticut

Connecticut Delegate to Republican Convention, 1920

Member of the Waterbury Armory Commission

President of the Eastern League of Professional Baseball
Club of Waterbury

Director of the Diamond Bottling Works

President of the Board of Aldermen, 3 years

of the psychology of folks who came in to buy, information that has proved valuable throughout his career.

As his education progressed, the boy was thrown into contact with clergymen and at the age of 15 was taken to Plainville to live with four Episcopal curates who, in return for services that he rendered in the way of cooking meals and other household tasks, aided

ences as cook in the home where these clergymen were preparing him for college, served him in good stead. To this day he is the man called to supervise sheep bakes, clam and corn bakes at which large numbers are to be fed in the state.

In August of this year he supervised a clam bake for the Waterbury lodge of Elks at which

(Continued on page 70)

"MORCO"

Trade Mark Registered

STILLSON WRENCHES



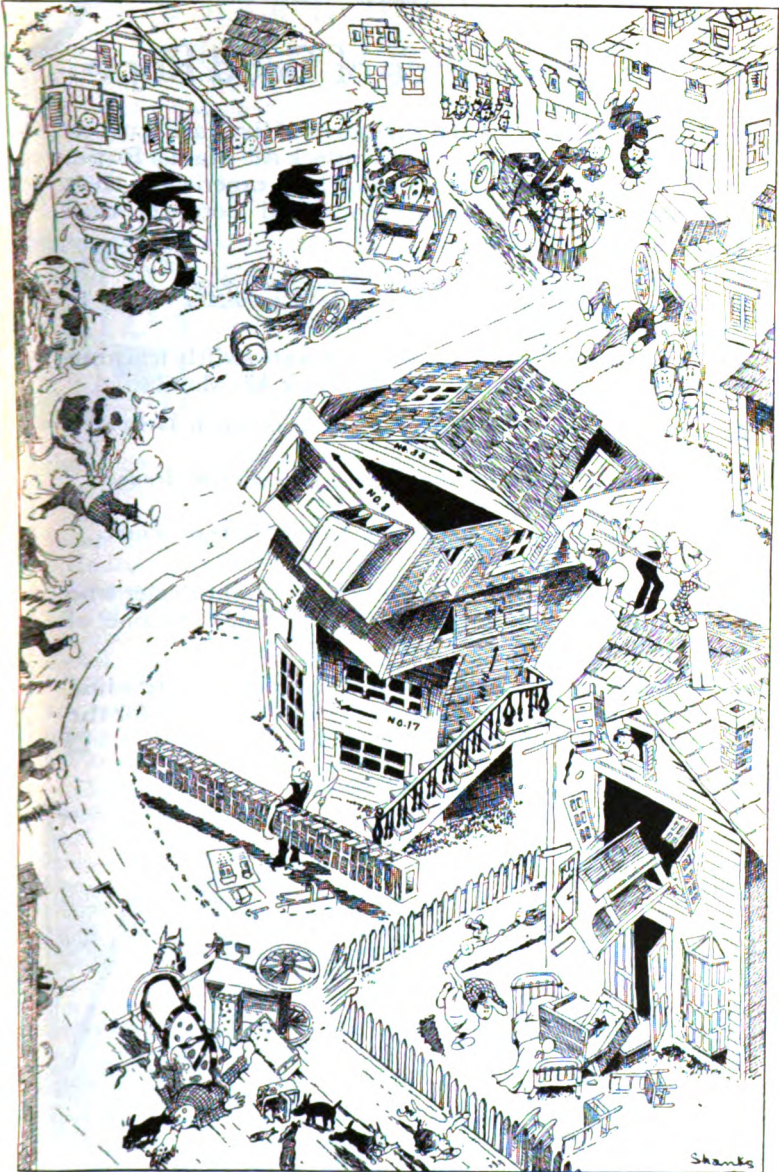
Morco Stillson Wrenches

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed.

MOORE DROP FORGING COMPANY
SPRINGFIELD, MASS.



Drawn by George Shanks

Just Mr. S. U. Burb Putting Up the Ready-Made Bungalow He Bought From the Mail-Order House

The Importance of Good Rope

Millions in property and thousands of lives are trusted each year to a single line of Whitlock All-Manila Rope. Such is the confidence, born of long experience, that sailors place in Whitlock Guaranteed Cordage—and *sailors know rope*.

WHITLOCK CORDAGE

THE UTMOST IN ROPE VALUE


On land as well as at sea, rope users are swiftly learning these three vital facts about Whitlock All-Manila:

It actually costs less because it lasts much longer than cheaper grades.

It retains its great strength long after cheaper grades have become weak and unsafe.

It will stand up under the hardest tests of wind, weather and work.

Men who have learned these things seek the dealer who carries Whitlock Products. You should be one of these dealers.

Write today for a catalog describing our complete line of Manila and Sisal rope and twine. Ask, also, for the Whitlock distributor in your territory. 

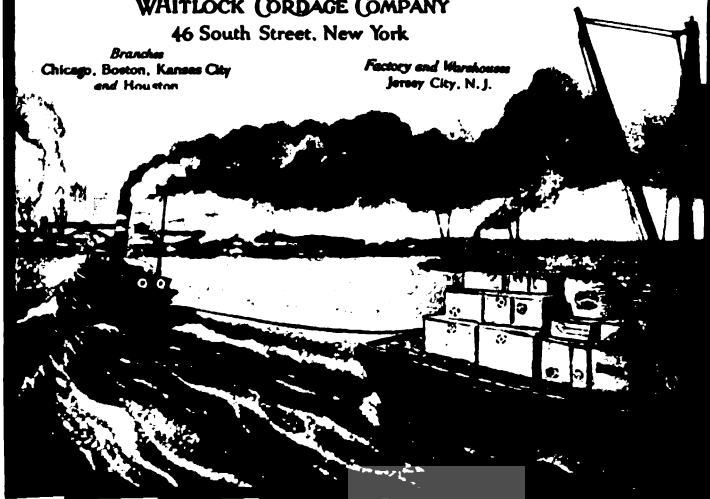
WHITLOCK CORDAGE COMPANY

46 South Street, New York

Branches

Chicago, Boston, Kansas City
and Houston

Factory and Warehouses
Jersey City, N. J.



Put a Kick Into Your Show Cards and Make Them Sell Goods

A little talk about the merchandise, lettered right on the card, will help sell the goods before the customer enters the store

By George C. Marr



ESPIE all that he has heard to the contrary, the "Boss" in a good many hardware stores to be found scattered all over the country, in both large and small places, still seems to think that "price" is all that is necessary to sell hardware.

Of course, none of us deny the charge that price does go a mighty long way with the American buying public, but the hardware merchant who thinks the thing ends there and that he can go no further is missing a big sale idea.

It is rather the rule to find John Smith displaying a shovel with a price tag reading "69c." and those odd figures will sell a certain number of shovels; but take Sam Jones; he is selling the self-same shovel, but his price tag reads "Chilled Steel Edge, 75c." He is not only selling more shovels by telling people why they are good, but is getting the regular price.

The point is just this: every single thing that is made, every single thing that was bought for your store, has some peculiar or particular thing about it that caused it to be put in stock; something that makes it a little different or a little better than any other, something useful that your customers should know about and it is up to the merchant to do the telling.

Play Up Human Interest

Back of every single thing in your store is a heart-throb, a human interest story or a selling point—if one but digs down deep enough to find it.

Such points are not turned up

and do not always come to mind on the instant, but the result of thinking the thing over will pay a big dividend by the end of the year.

"A Child Can Push It" card is displayed on a lawn mower. Immediately Mr. Man remembers how hard his old machine works and the card leaves a thought in his mind that grows until he discards the old mower and gets an easy pusher.

Got Results On This One

"Hit the Nail on the Head With a Head That Won't Come off," for instance, on a particularly good hammer, brought wonderful results for a dealer the writer knows about; and on a hammer that was always kept in stock for those who called for that kind; but, put out and displayed as above and sales increased rapidly. How many amateur carpenters and men of the home, doing little odd jobs around the house have broken a window or smashed a mirror when the hammer flew off the handle? So



When men get together

Every man at heart is a builder, a craftsman, a tool user, whether he has found it out yet or not. See how this new Stanley Tool Cabinet holds the center of the stage! Not a man there but admires it—and wants one for himself.

Are you pushing the new line of Stanley Tools in Cabinets, Boxes and Sets? Remember—a nation-wide campaign is on to place one in every home, farm, shop and office in the land.

The dealer's part in the marketing of the new Stanley Cabinets, Boxes and Sets is important. This campaign means selling the value of *good* tools, *sufficient* tools, and *properly kept* tools—to every family.

Our Consumer Advertising and Dealer Helps tie your store to the biggest step forward in tool sales ever made.

Write for details—and get your stock ordered at once.

THE STANLEY RULE & LEVEL PLANT.

THE STANLEY WORKS
NEW BRITAIN. CONN. U.S.A

Makers of Wrought Hardware and Carpenters' Tools

THIS END PICKS
UP THE TACK



THIS END
DRIVES IT HOME

1.25

Show cards
like these
have a kick
in them
that moves
the goods

Bites in
and takes hold
like a
Mad Parrot



1.00

many that it may have given rise to the old saying, "Flying off the handle." As a matter of fact, I got so mad once while helping a friend tack down a carpet because the hammer was wiggly on its handle, I went straight to the dealer and bought a hammer he guaranteed would not come off; and after that experience, we fixed up the above mentioned selling card.

Another real good card idea on which to display special items of small hardware in the window—say a new kind of can opener, a tack hammer with magnetized end, a tack claw or the like—something that many people want and need but do not know about or do not know where to find—is to letter the card with price and a selling phrase and then to display the article of merchandise right on the card. It is an artistic way of making a single display at a time out of the ordinary and attracts attention. The accompanying illustrations show how this may be done effectively.

Every merchant ought to study

How valuable
are your
Wife's hands?



'SIMPLEX'
CAN OPENER

simply
cent
stop!

50¢

his merchandise a little, study over the ways it will be or can be used in the homes, on the farms or in the shops. Placing himself "in the shoes" of his customers, it will be easy for him to hook up a good selling phrase for everything in the store. The results of this practical advertising will be visible in added profits plus a new interest in small hardware.

He Sold Lots of Dog Collars This Way

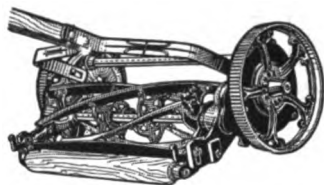
A HARDWARE merchant in Portland, Maine, said:

"I know lots of fellows who stick merchandise in the window about like you would put pie in an oven, and then wonder why the public doesn't buy.

"I used my windows once to get rid of a lot of dog collars that had been around the store for over a year. I put in a big sign reading 'Buy your dog a new collar. If he isn't worth it, kill him.' I then displayed every collar I had in the store around that sign. I sold all but six collars in three days."

PENNSYLVANIA

Quality
LAWN MOWERS



You'll be impressed with the selling force of the advertisements of "Pennsylvania" *Quality* Lawn Mowers that will appear in leading popular magazines next season as usual.

This advertising to consumers will augment the reputation for high quality, perfected construction and satisfactory service earned by "Pennsylvania" *Quality* Lawn Mowers during almost half a century.

PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

This trade mark is on
the handles of:



PENNSYLVANIA STAND-
ARD, high and low wheel.
PENNSYLVANIA JUNIOR
Ball Bearing, high and low
wheel.
PENNSYLVANIA GOLF Ball
Bearing, high and low wheel.
PENNSYLVANIA PUTTING
GREEN (Roller Type).
PENNSYLVANIA TRIO CUTS
8 1/2 inches for horse or tractor.
PENNSYLVANIA HORSE and
PONY
PENNSYLVANIA LAWN
CLEANER and RAKE.

Continental High Wheel.
Great American Ball
Bearing.
Red Cloud Ball Bearing.
Orchid Ball Bearing.
Belmont Ball Bearing.
Delta Ball Bearing.
Panama Plain Bearing.
Belmont Plain Bearing.
Electra Plain Bearing.
Pennsylvania B B Trim-
mer.
Pennsylvania Undercut
B B Trimmer.

ZIG-ZAG

By William Ludlum



Some folks are like an old yard-stick—
In all ways straight an' true,
An' they keep everlasting at
The things they start ter do;
While others, there are lots o' them,
Well meanin', but they lag
An' 'stead o' forgin' straight ahead,
They
Just
Zig-
Zag.

The folks that live by yard-stick rule,
From straight lines never stray;
They overcome each obstacle
As it gits in their way;
But when these zig-zag fellers glimpse
The prospect of a snag—
They seek fer easy ways around

An'
Just
Zig-
Zag.



The yard-stick fellers when they see
Success is comin' strong,
Don't stop ter tell it to the world,
They just keep ploddin' long;
But the zig-zaggers they lose their heads,
They bluster an' they brag,
An' when they need the yard-stick
most—
They
Just
Zig-
Zag.

The yard-stick fellers never lose,
No yard-stick feller kin;
A straight line allers ends—somewhere,
An' measures out ter—win:
So—if you're huntin' fer success,
An' wish ter fill the bag—
Just use a yard-stick, straight ahead—

An'
Don't—
Zig-
Zag!





Exclusive Sales Helps

The First Sales Help

The Nesco Rockweave Wick. Special patented feature—positively none equal to it. Woven of pure asbestos fibre wound around brass wires. Insures greatest durability. Does not burn. No trimming. Nesco Perfect Burner, with no gears to stick, keeps wick clean and dry, lifted out of oil when not lighted.

Another Sales Help

Convenience—High and low shelves for pots and kettles. Easy-filling glass fuel tank. Intense, steady blue flame close under utensil. Easily regulated. No smoke, no odor, nor trouble of any kind. Easy to clean.

Another Sales Help

Economy—25 hours per burner on a gallon of oil. Any degree of heat from hottest, quickest cooking to slow simmering.

Dealers are reaping rewards—Why Not Get Yours?

Nothing approaches the demand for NESCO PERFECT in country and suburban homes when once their true worth is known. Dealers who take advantage of our sales co-operation are reaping a harvest. Write at once and learn all about our sales helps.

National Enameling & Stamping Co.

Advertising Dept., Sec. V., Milwaukee, Wis.

St. Louis Granite City, Ill. New York Milwaukee
Baltimore Chicago New Orleans Philadelphia

NESCO PERFECT

OIL COOK STOVE

These Ideas Have Helped Half a Dozen Hardware Merchants Sell Stoves

Western dealers put their heads together and evolve some ideas that bring in stove and range customers in large numbers

By RALPH EVANS



NE Saturday the Galley Hardware Co., Grand Junction, Colo., in a range-demonstrating stunt, approached as closely to the restraining ordinances as it could possibly go and still keep on the safe side; but the stunt got them many interested prospects and sold a lot of ranges.

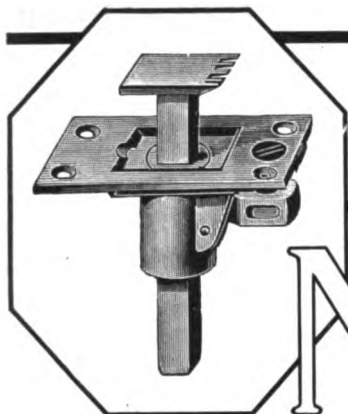
A range was set up in position with a couple of lengths of pipe at the outer edge of the sidewalk on a crisp fall day. A fire was started, and when it gained headway the draft was checked so that there was only a thread of smoke escaping. The strong point of the range being that the heat went to the oven and not up the pipe, and that it kept the coal bill down to a minimum.

People saw the stove setting there. They smelled smoke and were influenced to stop and look—

then to ask questions. At intervals a woman employed to demonstrate the stove and her biscuit-



Here's an attractive window display of stoves that brought in a lot of holiday business



The STANDARD BENCH STOP FOR 40 YEARS

M

ORRILL'S NO. 1 BENCH STOP is very strong and durable. Its best recommendation is the fact that of the great quantity in use and the number of years it has

been on the market we have not received one complaint about it.

OTHER MORRILL PRODUCTS

Nail Puller

Does the job with half the usual amount of work. Built to last and to do its work quickly and well.

Saw Sets

Experts always pick the Morrill—a saw set for every type of saw.

Also liquid soap dispensers, lead seal presses and paper and metal punches

A Bench Stop is a necessity in every shop, being used to hold wood in position on a work bench when planing or otherwise working it. It is sunk into the work bench so that it is flush when not in use, and by means of a set screw the toothed stop can be raised to any desired height.

The dealer who carries Morrill tools knows from experience that they are the best and that the customer always comes back for more. And the wise dealer knows that quality means more in tools than in any other class of merchandise.

Order Morrill Bench Stops, Saw Sets and Nail Pullers from your jobber

CHAS. MORRILL

NEW YORK

baking ability would run to the stove, open the oven door and draw out a pan of mouth-watering biscuits. She would dash into the store, the pan of brown-tops be-

the normal position is too low to be convenient.

Recognizing this, a Colorado store has a square-cornered, U-shaped platform in its range de-



This store follows the neat system of arranging all the stoves on one side of the aisle and its refrigerators on the other. The splendid display lessens resistance in sales

fore her. It stopped hundreds on that day.

"You mean to tell me," a curious person would ask, "that you've got a fire in there? I don't believe it—else, why isn't there more smoke pouring out of that pipe? You're just faking."

"No, sir," a member of the staff would assure the doubting Thomas, "there's a sure-enough fire in there—look here!" He would open the top to show a hot fire. "Only in this range the heat is where it does the most for your baking, and the least to your coal bill. See?"

"Well, I'll be darned!"

"Now, you'd better come in and have a hot biscuit with some honey on it," the salesman would say. Inside the man loosened up and talked about a new range. Outside, the open-air demonstration fed prospects into the store all day.

Easy to Examine these Ranges

When a woman is cooking food on a range the normal position of

the range is just right, but when she is looking at it with the idea of learning all about its advantages, partment. It brings the ranges up almost a foot higher than they ordinarily stand, so that the women may examine them easily without stooping too much. It has made for less resistance in the sales and undoubtedly has had it effect in dollars and cents.

Because its windows are shallow, the Burbank Hardware Co., Burbank, Colo., cannot show ranges in the windows in the regular way. But when range season comes on, a platform of the same height as that of the window base is pushed up to the rear of the window. The background of the window is removed and immediately the store has an extra wide base that will easily accommodate the ranges. More than one sale has resulted from inquiries of casual passersby who became interested in some feature of the range on display.

A store on the Pacific Coast ad-
(Continued on page 74)

DRAINAL

A Wonderful Drain Pipe Cleaner



QUICKLY clears stopped up drain and sewer pipes. Opens frozen drains and clears like magic.

No Fumes

No "ifs" and "ands" but it does the work. Drainal nets you over 100% profit. Can be retailed at 50c. a can. Our prices are lowest. Our package the most attractive.

If your jobbers do not handle Drainal Drain Pipe Solvent write us. Prices and samples will be sent you on request.

Drainal is absolutely guaranteed by the largest drain pipe manufacturers in the world.

S. WANDER & SONS' CHEMICAL CO., Inc.

Executive and Sales Offices: 59 Crosby Street, New York

Factory: Albany, N. Y.

What Has a Church Bell To Do With Advertising?

By Fred C. Kelly

Sometimes, when a man refuses to advertise, the explanation is his own personal vanity.

That sounds strange, because we more often hear men accused of being self-advertisers BECAUSE of their vanity.

Yet the fact remains: Vanity keeps many a man from advertising as much as his business requires.

He regards himself as so important that everybody must know about him. Therefore, surely, he figures, he doesn't need to advertise.

The truth is that the biggest enterprise in the world could not survive a lack of the right kind of publicity.

Even the President of the United States, if his name were never mentioned in the papers, would soon become a nonentity.

The best advertising talk I ever heard of was addressed to a man who had an exaggerated idea of the far-flung fame of his own business establishment.

The selling argument, which was brief, was made by the elephant-banner man attached to a big circus. It was the province of the elephant-banner man to induce a local merchant to pay a suitable sum of money for having a short, snappy advertisement painted on banners to be draped on the sides of one of the big elephants

that marched in the parade.

He went to see the proprietor of the town's biggest dry goods store. This man was pleased over his own business success and was as sure of himself as the Angel Gabriel.

"No," declared the merchant, "we don't need any elephant to tell the people where our store is. Every man, woman, or child for miles around knows where Brown & Brown are located. It isn't necessary to advertise much any more."

"How long have you been in business?" inquired the elephant-banner salesman.

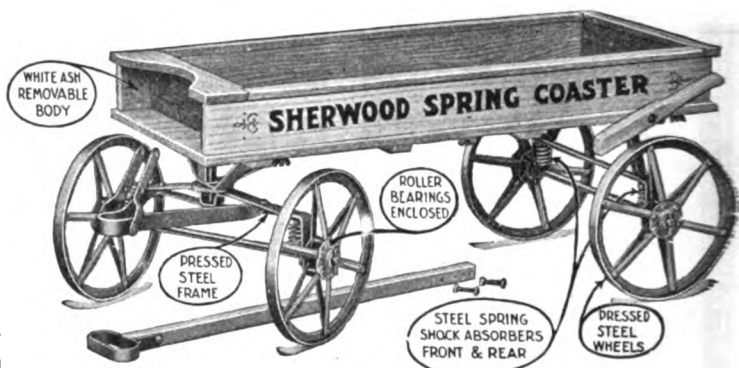
"About eighteen years," was the proud reply.

"And how long has the Methodist church been here?"

"The Methodist church?" repeated the merchant, wondering what that had to do with it, "why I guess there's always been a Methodist church in this town. Oh, that church up on the hill has been there ever since the town was laid out—sixty years, I reckon, anyhow."

"All right," went on the circus man, "and now let me ask you one more question:

"Isn't it a fact that the Methodist church, after sixty years of successful operation here in town, still rings its bell regularly every Sunday morning?"



Sherwood Spring Coaster. Roller bearings give speed. Steel shock-absorbing springs give comfortable, easy riding. Rubber tires give quiet gliding. Riveted steel wheels and frame give strength.

That Great Feeling!

Remember when you were a kid? You had a wagon that was a regular "zipper." All the other kids envied you. And you didn't care if they did.

Gee, those were great days!

You can make a lot of kids in your neighborhood feel just that same old way by selling **Sherwood Spring Coasters**—"shock absorbers an' all"—and **Sherwood Steeroplanes Sleds** and **Auto Bobs**.

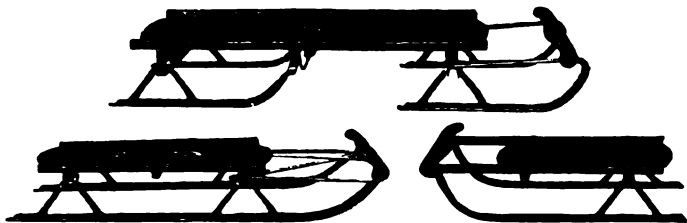
Your profits are higher on **Sherwoods** than on flimsy, cheaper goods. And the boys and girls are better satisfied.

If your jobber can't supply, write direct.

Sherwood Bros. Manufacturing Co., Inc.
Canastota, N. Y.

Sherwood "Steeroplanes" have grooved runners, and full-length flexibility for quick turning.

Sherwood "Auto-bobs." Oscillating bobs and grooved runners promote speed and prevent skidding.





A window with too little in it is like a hungry youngster sitting down to a glass of water

Live Wire Henry On the Window That Kept Its Hands In Its Pockets

Wherein the old gentleman gives his offspring some real advice on display

By Bernard G. Priestley

Illustrated by Tony Sarg



My dear Boy:

Glad you liked my first letter, and want me to send along the others. Incidentally, let me say, it's the man with the open mind who gets there in business every time. When a fellow gets to the point where he thinks he knows everything, he might as well place his order for a wreath of cactus, for his brain is as good as dead. It can't live without exercise.

To get back to my subject, mean don't allow your windows to hang around doing little or nothing. Windows not put to proper use are lying down on the

job. Like old horses, they take up valuable space and pay no rent.

A window that is too full gives the effect of a man in the same condition. On the other hand, a

window that has too little in it gives the same impression as a hungry boy sitting down to a glass of water.

I've found it a good plan in dressing windows to pause and ask myself: "Now if I were outside looking in, how much of this stuff would I like to see in a window, and in what way could it be best arranged to attract my eye and please me?" They say that what pleases one person bores another, but in the case of window displays I'm willing to bet a new \$10 note against a thimbleful of Chinese yen that what is attractive to me will draw the majority of most people.

Try to get action into your windows. Remember that a sleeping man attracts nothing but flies, but a loud-talking soapbox orator can get a crowd any time. By action I do not mean, of course, that you are expected to stage horse-races or prize-fights in the windows. But attractive figures of wax, cardboard, etc., even small animals, occasionally, can be used by almost any kind of a store to get action into window displays and thus draw more attention to the merchandise being shown.

You'll advertise in the local newspapers, of course. When you do, show in the windows at least part of the articles you advertise. If a person goes to a store in response to an advertisement he is already half sold. His mind is on the article he seeks. More than half of the time he will pause outside the store to look in the windows before entering. If he sees the article attractively displayed he becomes more certain that he wants it. The transaction is practically complete outside of taking the money and wrapping up the goods.

But if the article is not shown

in the window the man is disappointed. He feels at that moment that the thing he seeks is about the most important article in the store, and is surprised that it isn't put in front of him where he can see it and finally make his decision to buy before entering the store.

Timeliness is a great factor in window displays. At the various seasons of the year do not forget to remind the passerby through



If he doesn't see the article advertised in the window he feels cheated

your windows that you have a stock of articles on hand, such as he might desire to purchase for that season. The world today, at least this part of it, goes around with its watch in its hand so that it will keep up with the times. An out of date window display is like yesterday's paper or last month's magazine—time has stripped them of their attractiveness.

It is better to be a little ahead of the season than a little behind it. The early bird in business gets the worms, leaving the late bird only holes in the ground to chew.

I have found it a mighty good plan to keep a small window ex-

(Continued on page 76)



The Commercial Romance of 1921

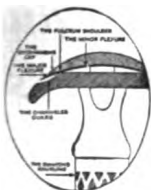
THE human race took a long step forward when this country made it *respectable* for a man to earn his own living.

Today, if Americans couldn't talk *business* at lunch, most of us would prefer to go off and eat by ourselves.

Even at social gatherings, men manage to drift together for some touch-and-go business gossip to finish the day.

Probably your own boy, long before he is able to vote, feels the national instinct to *start something*.

American characteristics that may explain in part the peculiar public interest in the New Improved Gillette.



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known for years—but now your blades can give you all the luxury of the finest shaving edge in the world.

A shaving edge guarded from the face, but free to the beard.

Identify the New Improved Gillette by its

Fullerum Shoulder
Overhanging Cap
Channelled Guard
Micrometric
Protection
Automatic
Adjustment
Diamond Knurled
Handle
Diamond Trade-
mark on Guard
Finer Shave—
Longer Service
More Shaves
from your Blades
In SILVER and
GOLD
Shaving Sets and
Traveler Outfits

\$5 to \$75

All the circumstances surrounding the New Improved Gillette stir a man's feeling for *commerce*.

The radical new invention. An improvement so basic that nothing in the Patent Office contained even a hint of its slightest detail.

The courage to purchase new invention on the market—risking the twenty-year old Gillette prestige on faith in the public understanding and appreciation.

The immediate response of the Gillette public. 600,000 New Improved Gillettes in America. Nearly 400,000 to England, France, Holland, Belgium, Denmark and Italy. And thence to the remotest parts of the earth.

Night-shift production in the Gillette Factory, meeting the demand as it doubled, and doubled again.

• • •

You may often hear it said that "The way this New Gil-

lette is going over reads like a romance."

Times may fluctuate.

Human beings do not.

The reward is still to the pioneer.

Pioneering in the field of enlarged service to men in their restless human ambition to go forward.

Important About the New Improved Gillette—A Word About the Blades

Most men prefer to screw the razor up tight to get the most satisfactory shave.

Gillette deems it proper to ask the public to use Gillette Blades *only* in *genuine* Gillette Razors.

The Gillette Blade and Razor are developed to work together. No Gillette Blade can deliver its full shaving quality unless used in a *genuine* Gillette Razor—built by Gillette, in the Gillette way and up to Gillette standards.

GILLETTE SAFETY RAZOR CO.
Boston, U. S. A.

The New

Improved

Gillette

SAFETY
RAZOR

Patented January 13th, 1920

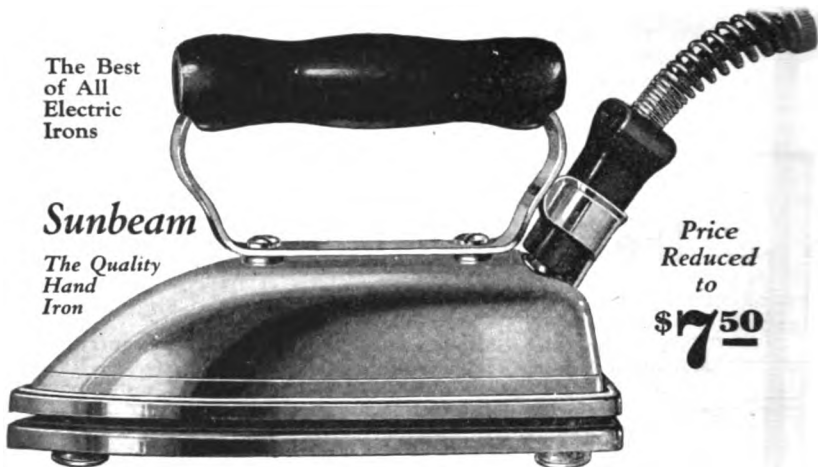
The Best
of All
Electric
Irons

Sunbeam

The Quality
Hand
Iron

Price
Reduced
to

\$7⁵⁰



The Greatest Electric Iron Values for You and Your Customers

Sunbeam In design, workmanship, finish and results far ahead of any other electric iron ever offered. A few on your counter will attract the favorable attention of every one visiting your store. We build into the Sunbeam the quality to give practically everlasting service. It is a wonderful seller for dealers who cash in by handling the latest and best. Of enduring value and unusual beauty.

Domestic A sure seller and an excellent leader for your electric iron trade. Strictly high grade and guaranteed equal in quality and service to other irons costing considerably more. A good, honest iron that has made a wonderful reputation everywhere it has been sold for nine years. Greatest value for those who want dependable, efficient ironing service for the lowest possible price.

Attractively Packaged for Holiday Trade

The Sunbeam in rich geranium red, tied with gold braid—the Domestic in holly boxes—bring Christmas cheer to your cash register.

Your jobber will ship at once

**Chicago Flexible Shaft
Company**

5614 Roosevelt Road : Chicago
31 years making quality products

Domestic Electric Iron



Price
Reduced
to

\$5⁷⁵

They Tell Us No One Has Any Money to Spend



By J. N. Ding

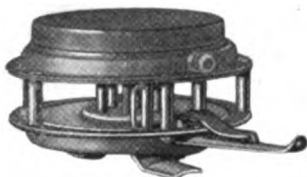
Reproduced by Permission of the New York Tribune, Inc., Copyright, 1921

MARTIN AUTOMATICS

*Always
Consistent
Sellers*

Martin Automatic Fishing Reels are the oldest, lightest and biggest selling Automatic Reels on the market.

1922 Model



The 1922 Model—made of aluminum and duralumin—is simple, strong, sure and quick in action, and lighter than ever.

It has everything the dealer is seeking today—Quality, Price and backed by National Advertising. The price is lower than any other Automatic.

Have YOU written for our dealer proposition and literature describing the latest Martin model? If not, send for this today.

Martin Automatic Fishing Reel Co.
MOHAWK * * * NEW YORK

How One Firm Sold Washers

TO boost their sales of washing machines, the Edmunds Electric Construction Company of Fort Wayne, Indiana, recently ran a novel advertisement which might be used with equal success by other merchants dealing in this product.

It was headed "Which is Your Wash Day?" and under this heading were the names of the days of the week from Monday to Saturday, inclusive, with a little square in front of the name of each day. Below appeared dotted lines for the name, address and telephone number of the customer.

The rest of the advertisement reads as follows:

Check the day on which you wash, write your name plainly on the margin of this advertisement and mail it to us, or phone 262.

If you will do this, we will send a demonstrator with our washer to your home on the day you check, who will wash your clothes, showing you how to do a washing the simplified way, without charge.

You will not be urged to keep the washer if its work and terms are not satisfactory.

The Edmunds Electric Construction Company, 1324 Calhoun Street—Phone 262, Fort Wayne's Leading Electrical Store.

Cashing In On Your Inventory

ANNOUNCE the date of your inventory together with the statement that odd lots, short lines, and so on, will be disposed of regardless of cost to save the work and expense of inventory.

After inventory you can dispose of the left-over things. This will serve as a store-cleaning event. Just a sale no longer appeals; there must be a logical reason for it to appeal to careful buyers.

At Parties

In the Sick Room

At Dinner

ACME FREEZER

RITTER

CAN & SPECIALTY COMPANY

TWO SIZES

2 qt. tin retails for \$1.25.

2 qt. galvanized retails for \$1.50.

4 qt. tin retails for \$2.25.

4 qt. galvanized retails for \$2.50.

People Eat Ice Cream All Winter Long

At parties, at dances, at festivals and banquets, in the home and in the sick room ice cream is always a welcome and healthy refreshment.

The dealer who handles ACME Freezers sells his customers the means of making pure, delicious cream.

That builds good will for the store, because people who

buy this freezer find they can make their dinner dessert or party refreshment in five minutes and with little effort. Every housewife appreciates that.

Hardware merchants all over the country are selling ACME Freezers this Winter. If you don't carry the line, speak to your jobber's salesman about it. Get him to send you a sample order.

Order through your Jobber

RITTER CAN & SPECIALTY CO.
PHILADELPHIA, PA.

Factory Selling Agents: BEH & CO., 1140 Broadway, N. Y.

Acme Freezers Sell all the Year Round



Increase Your Sales of Garden Tools

The Magic Combination Spring Tooth Weeder Hoe always catches the eye of the gardener. If you display it—folks will buy it. It sells *quickly*. Just the thing people have been looking for.

The Magic Weeder Hoe

is made in 9 styles—short and long handles—popular prices. Light in weight—strongly constructed—great labor saver.

Order a stock of Magic Weeder Hoes from your jobber. If he does not handle the line write direct for information.

The
F. H. Reichard
Mfg. Co.
Bangor, Pa.



Style "H"
Does the work with
half the labor

Mothers Fark Children While They Shop

A HOME-MADE kiddie-koop brings business to one hardware store in a mid-western city.

The proprietor made a koop of screen-wire and wood, painted it a snowy white and put it outside to take it home to his and Mrs. Proprietor's baby.

Along came a country customer with her huband and baby and saw the cage, so she asked the merchant if she couldn't leave the youngster in it until they finished their shopping. The dealer was willing and the baby, too.

Before they came to take the child home, however, another customer had come in carrying her kid and as the koop was big enough for two, they both occupied it for an hour or so in harmony. Since that time the koop has been full of babies.

The good-will thus established has meant added business to this hardware merchant, but he says he hasn't had a decent chance to take it home to his own kid yet!

Serve-Self Plan Sold Christmas Toys

ONE hardware firm we know of put a good idea for selling the maximum number of Christmas toys into operation recently.

The stock in the toy section was arranged on conveniently placed tables according to price—a 50c table, \$1.00 table, etc. Each person in search of a toy could easily pick out something to fit his or her purse without unnecessary delay, and the added expense of extra clerk service during the holidays was saved.

Sweet Voice (over the 'phone):
Will you meet me under the big tree in the park tonight, Jack?

Jack: Certainly, dear,—but—er—who is this?

Grab this Opportunity!

This special offer is made to all reliable dealers, and is good until December 31st

Let us send you one BEE-VAC Electric Cleaner at the special holiday price. Put it on your floor as a demonstrator—see the orders for Xmas delivery roll in. The



ELECTRIC CLEANER

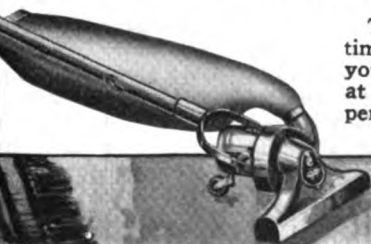
Retails, east of the Rockies, for \$42.00, the lowest price asked for any reliable electric cleaner. No cleaner is more efficient, no cleaner is more durable, none will give your customers greater satisfaction, or you a better volume profit. Order your BEE-VAC today.

BIRTMAN ELECTRIC COMPANY

Dep't D-3

Lake and Desplaines Sts., Chicago,
Illinois, U.S.A.

To save
time wire
your order
at our ex-
pense.



What Xmas 1921 is Going to Mean

(Continued from page 9)

munity flocked to the toy department of one store we know of. A passageway at the entrance to

and then passed them on to the firm, which in turn, wrote a letter to the child's parents listing the articles the youngster had mentioned, together with many other desirable items to be purchased at the store for reasonable prices.

Let the Children Talk With Santa Claus Over the Telephone Tonight



Prospect 1400
Eric 109



THOUSANDS of little boys and girls will welcome this good news—we have persuaded good old Santa to talk to them over the telephone between the hours of six and seven tonight.

This gives thousands of youngsters the opportunity of telling Santa personally of their Christmas desires.

All you have to do is to call Pros. 1400 or Eric 109 and in a twinkling you will be connected with St. Nicholas. His big record book will be right at his elbow ready to receive the list of presents you would like most to have him bring on Christmas Eve.

Old Santa is a mighty busy man these days with so many children all over the world whom he must remember and an hour at this time means a great deal to him, so be sure to telephone between six and seven tonight.

Prospect 1400.

Eric 109

The Higbee Co.



This advertisement run in the local newspapers before the holiday rush was a business-getter for the Higbee Co.

the toy section was covered with a background of white with many stars over the surface and hiding the two entrances was a snow house covered with shining icicles. Burlap, white paint and silica gave the house the attractive wintry effect at small cost.

Children who wished to visit Santa Claus in his home were led up three glittering steps by a young and pretty woman dressed as a fairy and ushered into the presence of old Kris Kringle, who took down their wants and wishes

Another store last year caught the attention of the holiday trade by setting a large figure of Santa Claus astride the clock on the outside of the building (an eye-catcher in itself) with one hand beckoning the shoppers to the store. The accompanying engraving shows the effect created. Many passersby took the dummy to be a real person dressed as Santa and it attracted wide interest and attention from both children and adults.

A window display that will stimulate early Christmas buying

The Jewel All-Metal FREEZER

2-Quart Size

Here is a **SIMPLE KITCHEN FREEZER** which will do everything that the old-fashioned, clumsy type of Freezer will do. It is *so convenient, so easy to operate with its Bevel Gears and does the work so quickly* that every housewife delights in using it frequently.

Then, again, it is so compactly made that it can be placed into a refrigerator until its contents are ready to be served.

Made to last a long time. Has Galvanized Steel Ice Pail, Re-inforced Beater, a Rigid Bridge, etc.

A choice List of Receipts for Desserts and Frozen Dainties packed with each Freezer.



**A Quick Seller—
A Money - Maker**



Steinfeld
TRADE MARK

**FOOD
CHOPPER**

This is a popular Family Chopper made in practically 2 SIMPLE PARTS—radically different from others, yet mechanically constructed so that it will chop the food either Coarse, Medium or Fine, as desired.

No bother with Extra Parts—nothing to be lost.

**No Knives to Adjust.
No Knives to Sharpen.
No Knives to Clean.**

*A Large Chopper at
a Low Price*

Samples and Quotations sent on request

STEINFELD BROS., 116-120 W. 32d St., New York



Hot Cutter



Cold Cutter

Blacksmith Tools

B L A C K S M I T H S the country over have come to rely on Quikwerk Tools, because they can be depended on indefinitely for sturdy quality and constant, heavy service. They're *always* made of the same uniform, excellent steel, with heads heat-treated by our special process, so that they neither mushroom nor spall.

*Tell your Jobber you want
QUIKWERK Tools*

**THE WARREN TOOL
& FORGE CO.**

264 Griswold St., Warren, O.

was used with good results by a concern which dressed a young man in a Teddy Bear suit rented from a theatrical costumer and built a make-believe cave in one corner of the window of drab cloth over a framework, with cotton and icing for snow.

Teddy played with the toys and books, showed them to the crowds around the window and otherwise made merry. His antics were clumsy and laughable. It afforded a splendid chance for toy display, Teddy even riding a velocipede into the cave opening, or pushing a doll carriage and drawing a wagon.

A simpler window display is easily and inexpensively managed through a fireplace at the back of the window with a string of stockings tacked to it. Each stocking can bear an attractively lettered card with the names of Father, Mother, Sister, Baby, etc.

Below the stockings, on the floor, appropriate gifts can be grouped and a card placed close against the window to the effect that on the inside of the store a list of gifts for Father, Mother, etc., at attractive prices, will be furnished free.

Inside the store, the stock of toys should be arranged by someone who understands children—toys, blocks and dolls in boxes, as story books closed or still in the original wrapping will not interest or appeal to the child. An electrical or mechanical train would never be sold to the boy unless he was shown what it would accomplish—how far and how fast it would run and what was responsible for making it go. Conservation of space and price is not to be the feature of the display, but attracting and holding the attention of the children. Place irons and utensils on the stoves, set dishes upon the table—have the toys *in use* and you will find that they will sell a lot more rapidly.



"WILLIAMSPORT"

Reveals to you the Greatest Advancement of all times in the making of Wire Rope

—and settles forever the greatest problem in the wire rope industry, by making it possible for anyone to identify the various grades of Williamsport wire rope without an exhaustive and expensive laboratory test.

Beginning November, 1921, every inch of Williamsport Wire Rope contains a distinguishing Telfax Patented Tape Marker, built right through the core of the hemp center, indicating clearly all their grades of wire rope.

No greater achievement has been accomplished since the beginning of wire rope manufacture. It takes from the industry, as far as Williamsport is concerned, all mystery, all uncertainty, all doubt.

It enables the purchaser to buy with the assurance that their receiving department can tell exactly what has been received and the superintendent, directly responsible for the lives of his workmen and the efficiency of his equipment, can now see instantly, for himself, that he has received exactly what he has asked for.

Thus Williamsport stands alone in giving to the dealer and user a protection of vital, far reaching importance. And it places upon us a greater responsibility to exercise even greater diligence in keeping the quality worthy of the name it bears.

Never again will you need to feel concerned about the grade of wire rope you get, if you specify and insist upon getting WILLIAMSPORT, Telfax Tape Marked, for substitution cannot take place with Williamsport Wire Rope, so marked, no matter

- How many hands it passes through enroute
- How many times it changes reels
- How careless the warehouseman may be

This offers to the dealer and jobber a marketing opportunity that should not be overlooked.

WILLIAMSPORT WIRE ROPE COMPANY

Main Office and Works

Gen. Sales Office, Peoples Gas Bldg.

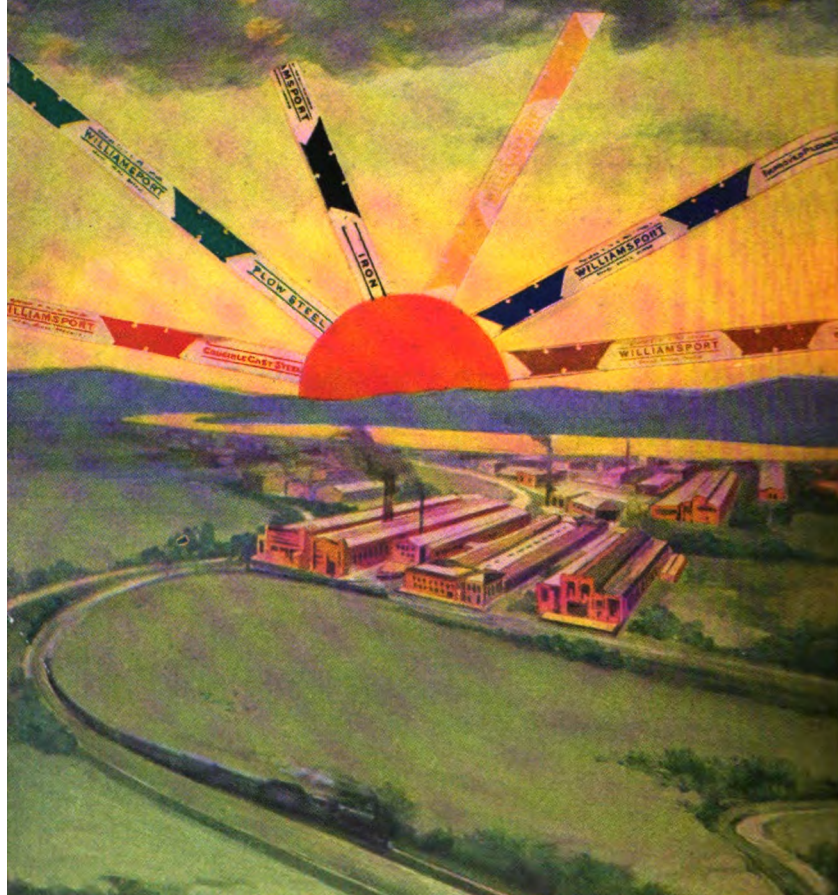
WILLIAMSPORT, PA.

"accepted as the best"

CHICAGO, ILLINOIS



The Cloud of Uncertainty



Now You May Know You'll Get the Grade

WILLIAMSON

The WIRE ROPE with the Telfax Tape

and Doubt has Lifted

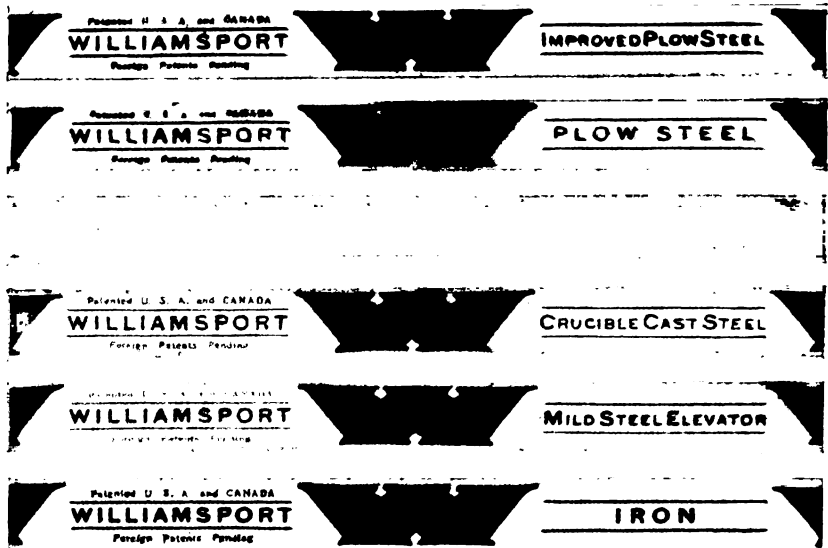


RE ROPE You Buy —if You SPECIFY

SPORT

er that absolutely prevents Substitution

YOU have been GUESSING on the grade of wire rope you have received ever since Wire Rope has been made. Now is the time to STOP IT. Specify WILLIAMSPORT with these Telfax Tape Markers in them — they will absolutely safeguard your purchase.



Write today for your Telfax Color chart and an interesting booklet on Modern Wire Rope

Williamsport Wire Rope Company

GENERAL SALES OFFICES
PEOPLES GAS BUILDING
CHICAGO

PLANT
WILLIAMSPORT
PENNSYLVANIA

WAREHOUSES IN ALL
CONVENIENT LOCATIONS IN
AMERICA

"Saying It With Flowers" Made a Hardware Man

(Continued from page 11)

the store, and he can quickly make his selections and get his order filled without delay or confusion.

At the left hand side of the store are the general lines of hardware most in demand for household uses. These are arranged in progressive order from rear to front in the order of the articles that are most likely to be called for by the store's patrons.

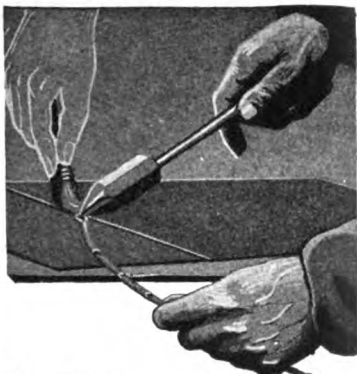
In the center of the store are displayed a number of novelties such as are likely to attract the eye and win a prospective purchaser who sees in them "just what I need around the house." Then there are the electric washing machines and vacuum cleaners which are an important part of his line.

The lighting by modern electric fixtures is accentuated by gloss white finish of the ceiling and upper side walls. The front of the store is also well lighted, effectively setting off the window displays.

There are already three other hardware stores in the town, two of them handling most of the trade of house builders and contractors, by reason of the fact that they are connected with lumber yards. Mr. Broome's well-equipped store now fully supplies the demand.

Pitman has a population of about 3000 in the winter, and a summer population of about three times that number. By reason of the fact that the town is chiefly populated by families who own their own homes, the hardware trade is solicited from a class quite different from that found in an industrial town where most of the people rent their houses.

"People in Pitman take a lot of pride in their houses, and delight in keeping them in good repair,



It gives the operator a third hand!

Do you wonder that Kester Solder is in such great demand? It applies its own flux. The operator is thereby relieved of the hardest part of soldering. It's like having a spirit hand to apply the flux.



enables an unskilled operator to do the work of a skilled mechanic—and it enables the skilled man to cut soldering time in two! That's why it appeals to every class of hardware trade.

Send Coupon for Sample!

Note how the flux flows on the work. Observe the perfect bond produced—the speed with which the work is done.

Sold in one pound cartons, and on one, five and ten pound spools.

CHICAGO SOLDER CO.

4213 Wrightwood Ave.
Chicago, Illinois

Factory Representatives:
The Faucette-Houston Co.,
Chattanooga; The Louis J.
Ziesel Co., San Francisco.



CHICAGO SOLDER CO. G. H. 11-21
Gentlemen: Please send me a free sample of Kester Acid-core Wire Solder.

Name.....

Company.....

Address.....

City..... State.....

Our Supply House is.....

HAYES

FRUIT FOG

SPRAYERS

**For Hogs, Cattle, Chickens,
Farms and Gardens**

Disinfecting on farms has increased 60% in five years, and demand for sprayers is big. The Hayes line, with 50 different styles, meets every demand. **PRICES REDUCED! GOOD PROFITS!**



Wheelbarrow Sprayers

One of our biggest sellers. Good capacity, easy to transport, extra long handle gives remarkable pressure. Will go back of stanchions, through garden rows. Fine for whitewashing.

Bucket Sprayers

All working parts of brass; bronze ball valves. Strong pressure, easy working, will not get out of order. For spraying small trees, garden truck, disinfecting barn yard, cattle, etc.



Barrel Sprayers

Brass or bronze construction, avoiding corrosion. Long reversible handle gives strong pressure, easy working. Especially suited for orchard or farm use.

Compressed Air Sprayers

Two or three pumpings discharge contents at strong and constant pressure. Fine for walking down rows of crops or among live stock. Very popular.



ATOMIZERS

Complete line, many styles, all prices. Distributors everywhere. Send for Prices. **Ask for our New Low Prices**

Hayes Pump and Planter Co.

Dept. 1112

GALVA, ILL.

both inside and out," said Mr. Broome, who pointed out that this means much to the hardware merchant who sells paints and a general line of household equipment.

Mr. Broome also makes a special effort to keep in contact with the farmers and their wives from a wide radius, who do their shopping in Pitman. Each year the Grangers of the county hold a three day fair, and picnic at a park near the town and the merchants and farm implement dealers and automobile men have exhibits there.

One of the most attractive booths this year was that opened by Mr. Broome along "machinery row." At this booth he had daily demonstrations of washing machines and vacuum cleaners. There was also a demonstration in the use of paints and enamels for interior work, and also for automobiles.

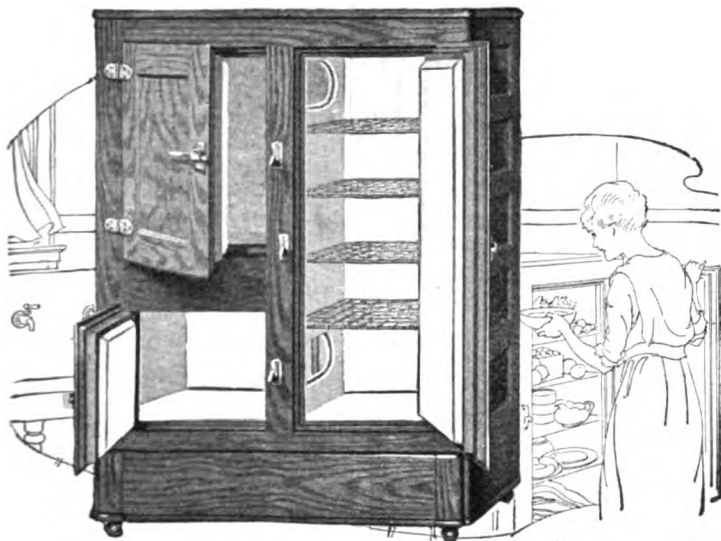
40,000 at the Fair

This fair has an average yearly attendance of 40,000 persons and one of the big manufacturers of washing machines, who had discontinued making demonstrations at the fairs, made an exception in the case of the Pitman hardware man, and assigned one of their best demonstrators to the farmers' picnic, which is free for everybody and is attended by the wives and daughters of the farmers.

At this store during the year, Mr. Broome has demonstrations in the use of his paints. He also conducted a successful sale in aluminum ware at special prices soon after opening his new place, and in this way got many housewives acquainted with his store at the new location.

As one of his advertising features he has had photographs of the exterior and interior of his store made. From these he has had large size etchings made and prints

THE 40th LEONARD YEAR



Leonard CLEANABLE Refrigerator

"Like a Clean China Dish"

LET the Leonard aid in making 1922 your big refrigerator year. Profit by the Leonard's prestige and ever-growing popularity. Share in the benefits of our tremendous 1922 advertising campaign which will reach 10,000,000 homes. Stock the Leonard and tell your trade about the one-piece porcelain food chamber, the rounded inside corners, the ten walls of insulation—the many other Leonard points of perfection.

Get Ready for the GREATEST Leonard Year

One out of every seven Refrigerators sold is made by Leonard. Concentrate your efforts on this nationally advertised line of sure sellers. Standard sizes. Quick turnover.

We also make a standardised line of White Enamel and Galvanised Lined Refrigerators. Our new catalog will be gladly sent you on request



C. H. LEONARD

Grand Rapids Refrigerator Company

Grand Rapids Mich.

Chicago Office and Salesroom 56 West Washington St. New York Office and Salesroom World's Tower Building 103-110-112 West Fortyeth Street



Sell More Cans--

You can do it—easily—if you are fortified with the right kind. Stock the well-known

Heekin Cans

Have them lithographed with your store advertisement—they'll prove a constant reminder to your customer of your store. Sold at a good profit, too!

The Heekin Can Co.

*Sixth and New Streets
Cincinnati, O.*

copied and pasted on both sides of heavy paper shopping bags, which he hands out to his women customers.

Faith in the future of Pitman is strong in Mr. Broome, who is a very active member of the local board of trade, and serves on some of the important committees. He holds that a town such as this one, with two banks, municipal water and sewer systems, new borough hall, good schools, a healthy climate and most congenial townsfolk, with many residential attractions and plenty of room to spread out, is certain to grow.

Town Growing Fast

Pitman so far has been the fastest growing residential town between Camden and Atlantic City. It is largely a town of commuters and home owners, and Mr. Broome believes that it will be further benefited in its growth by the Delaware river bridge which will connect south Jersey with Philadelphia, and will make Pitman and other residential towns in New Jersey even more desirable for home seekers from the big city.

Work, courtesy and persistent hustling are keeping Mr. Broome on the upward road, according to his wife, who is a keen observer as well as an efficient helper in his business.

While it was the suggestion that he got from those flower sales that started him on the way to a bigger business, his path hasn't all been littered with roses, but Mr. Broome believes that these are the times when faith in the future of both the nation and the home town, plenty of nerve and courage, and a super-fighting spirit will ultimately bring to the hardware merchant and to any other business man a generous share of the sweet fragrance of success.

COLUMBIAN *Tape-Marked*

What the Colombian Red, White and Blue
Tape-Marker means to you and
Your Rope Customers

LET us suppose your customer has a precarious job on hand and wants you to guarantee the cordage he buys for it.

Ordinarily you would have to go rather slow, but with *Columbian Tape-Marked* Pure Manila Rope just show him the red, white and blue *Tape-Marker* that guarantees the quality of fibre, strength, durability and service of every foot of *Columbian Pure Manila Rope*—you will find it is just what he wants and needs—a guaranteed rope in which he can place absolute confidence.



MR. DEALER—boost your sales with *Columbian*—if your jobber cannot supply you write us.

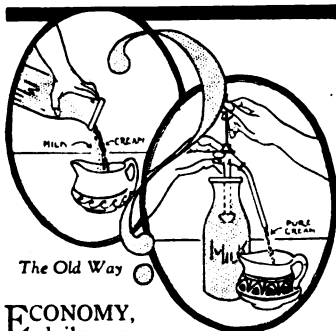
Columbian Rope Company

432-80 Genesee St.

Auburn, N. Y. *The Cordage City*

Houston New York Chicago Boston Baltimore

Pure—**MANILA ROPE**



The Old Way

ECONOMY, daily usefulness, and permanent durability are three important factors that now, more than ever, govern the purchase of articles for household use.

A utensil that saves the exorbitant cost of bottled cream will appeal strongly to your customers. Such is the

The New Way

SANITARY SIPHON
Skimit

The Midget Cream Separator

No Pumping No Pouring
No Dipping No Wasting

A simple siphon action quickly draws off all the clear cream from bottled milk without disturbing the remainder.

SKIMIT sells on sight for everyone relishes rich cream on cereal, in coffee and for desserts. Skimit draws off approximately a half-pint of pure cream, leaving one and one-half pints of milk for cooking purposes at no additional cost.

SKIMIT is indestructible, self-cleaning, and is nationally advertised. Sells at retail for \$1.00.

Satisfaction guaranteed.

SKIMIT MFG. CO.

Oskaloosa, Iowa.



Doing a 100-foot Hardware Business In a 16-foot Store

(Continued from page 15)

face lighting up. "I believe there's more money in it than in any other business. One pleasant thing about it is that people buy hardware only when they want to. They've got to buy bread, groceries, etc., whether they wish to or not. Another thing, there's very little getting out of style and date in hardware. A nail is a nail always, and a piece of glass remains a piece of glass."

One of the greatest problems that Mr. McCool must face in business is lack of space. The main part of his store is only about sixteen feet square, but he has a storeroom about as large in the rear. Despite the shortage of room, he keeps a pretty complete stock of light hardware, some fifty different colors and kinds of paints and a hundred and one things that do not technically fall into the hardware list. In order to carry such a large stock he has shelves reaching to the ceiling on three sides of the store. A multitude of such things as garbage cans, water pails, ash sifters, etc., are suspended by ropes from the ceiling. Even when completely utilized, the space at his disposal falls short, and rather than block up the aisle between the counters on either side of the store he stores his unseasonable goods in the cellar of his home some distance away. In winter the summer goods are put into the cellar and vice versa. By skillful maneuvering, Mr. McCool, his friends say, does a "100-foot business in his 16-foot store."

Although Northboro is a farming community where the residents depend largely on crops for their incomes, Mr. McCool does practically a cash business. Such people as he does trust always

DELTA FILES

The Highest Grade Files Made



Noah Craft of Philadelphia employed by one of the most exacting corporations we know, states after a year's use of Delta Files his average has been thirty-two (32) saws for every Expert's Choice file used.

SELL THIS GUARANTEED FILE

Small Stock—Quick Turnover—Good Profits

This complete Hand Saw File stock meets every requirement.

Carpenter's Special—Mechanic's Favorite—Expert's Choice.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has ever used.



Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store

have paid him—with one or two exceptions.

"When people who owe me money become delinquent I don't light into them," he declared, in explaining how he makes collections. "I send them a plain statement, politely worded, showing them what they promised to do and what they did do. I place them on their honor. They are bound to respond. To show you what politeness will do in making collections—"

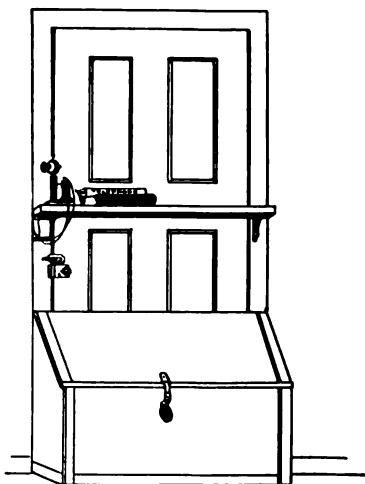
Here the conversation was broken off while a shoe store proprietor down the street came in to discuss at length a local law case. After the man's departure, Mr. McCool went on:

"Now, let's see, I was talking about collections and politeness. One of my lady customers was \$40 in arrears. Two or three times I wrote her kind letters calling the debt to her attention. Then I got out a billhead, wrote the items on it and near the bottom wrote in pencil: 'Won't you please try to settle this on or before the tenth of next month!'

"Hardly had the letter got to its destination when the woman appeared at the store, smiling. She greeted me cheerfully. 'I haven't got enough money to pay the debts I owe,' said she, but the 'please' you put on that bill tickled me so much I'm going to pay you and let the others wait awhile."

Mr. McCool believes that his policy of selling customers the articles that are best suited to their needs, regardless of the margin of profit on them, has given impetus to the large business he has developed.

He illustrated this policy unconsciously by example when a young man came into the store for a can of axle grease. Mr. McCool produced two cans. One was twice as big as the other.



Customers can drop orders into the box after the store closes at night

Orders Left After Store Closes

WHEN a certain store took over the upper floor of a two-story building it meant the closing of an old stairway entrance. For some time it was a question as to what could be done with it. Finally a ledge was built across in front of what was the doorway about waist-high. A telephone instrument was installed at the left side above the ledge and a partition built back of the old door with a circular opening cut in.

The telephone is simply a matter of accommodation; but the opening is to get repair work. Customers can drop packages into a box below. A cover on the box that lifts up allows the store people to take out the packages from inside the main storeroom. All the customer need do if he arrives after store hours is write instructions on his package and drop it into the hole.

CADILLAC

ELECTRIC VACUUM CLEANER



*Approved by
Good Housekeeping
Institute*

Thirteen years ago

The Cadillac blazed the trail for the Portable Electric Vacuum Cleaner. It embodied radically new and revolutionary ideas and principles in vacuum cleaning and has maintained its leadership in mechanical design, construction and workmanship ever since.

Dealers who signed up with us thirteen years ago are still strong for Cadillac. The Cadillac has been a winner for them and it will be a winner for you.

The 1922 Cadillac is a masterpiece. Four models retailing at

\$39.50 to \$47.50

Universal oversize Motors (1/7 to 1/4 H.P.), friction-driven, soft bristle brush which cannot injure the nap, no belts or gears to wear out, pistol grip handle, all castings made entirely of aluminum highly polished. Nothing finer in workmanship or finish.

Write to obtain the CADILLAC agency in your city and inquire about our special co-operative plan.

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 78 Ducess St., Toronto, Ont.

One Retail Store Sent Four Repeat Orders in Two Months

Roberts Lightning Beater and Mixer

And this active selling was induced by two things, the advertising carried in national magazines at the expense of the manufacturers and the display of the article in the store and show windows of this retailer. Over 200,000 now in use and sales increasing daily in the best hardware stores.

Retail Prices:
Quart size \$1.25,
Pint 90c.

Far West and South:
Quart \$1.40,
Pint \$1.00



The Roberts Lightning Mixer is carried in stock by the following jobbers—

Albany Hardware & Iron Co.
Albany, N. Y.

Bigelow & Dowse Co.
Boston, Mass. and Springfield, Mass.

The Heyman-Weil Co.
720 to 724 Mission St.
San Francisco, Cal.

Rehm Hardware Co.
Blue Island Ave. and 15th St.
Chicago, Ill.

Seattle Hardware Co.
Seattle, Washington

**MANUFACTURED BY
NATIONAL COMPANY**
Cambridge Station 39
BOSTON, MASS.

We also make the *Dancing Toys* for Phonographs called, *Ragtime Rastus*, *Boxing Darkies*, and the latest *Jazz Dancer*, called *Shimmandy*.

We also make the *Dorsey Aluminum Milk Bottle Cover* and *Vidrolene Auto and Furniture Polish*.

Circulars and prices sent on request. They are all good selling specialties.

"If you want the grease only for axles you'd better buy this one," he addressed the customer, putting forward the bigger can. "But if you want it for greasing sores on horses' feet also, this can is the best (putting forward the smaller can). The price is the same. The big can holds twice as much as the small one—and it's better grease for axles. When Joe Rogers was hauling manure over from Worcester he could make a round trip on the grease from the bigger can, but had to grease up each way with the smaller one."

The customer wanted the grease for axles. He bought the larger can.

Mr. McCool never holds a sale. But he has selling campaigns from time to time, unannounced. For instance, early in the fall each year he has talked oil stoves to his customers at every opportunity. "I have sold practically everyone in town one of these heaters," he said. "In fact, I've sold a good many to outsiders, too, by talking them up. I've sold a number to people in Shrewsbury, Westboro, Millbury and Stoneville."

Mr. McCool has a tool chest in the store where he keeps such articles as people are wont to borrow for a minute to fix this thing and that. He's very willing to lend, but he feels the borrowers should be as willing to return the tools. Every tool that is taken from the chest is charged up at its cash value, new, when the borrower takes it. If the borrower returns the tool, the charge is crossed off. If not, he is sent a bill.

Mr. McCool hires no clerks and has no delivery wagon. The farmers have teams and automobiles, so call for everything they buy. Mr. McCool closes the stores an hour each noon while he goes to lunch. In the past 12

Over
Half Million
Sold Every
Week

MENDETS

A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.
Amsterdam N. Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.
(It will be billed through your jobber)

Jobber's Name
City
My Name
Address
City State



years there has never been a business day, but what he was on the job, with one exception, when there was a death in the family.

He keeps records of every transaction, with the diligence of a department store accounting system. "Nobody in business can rely on memory," he stated. "Early in my business career I had one experience with trying to keep things in my head. I vowed never to have another—and I've kept records of everything since.

"One day while I was waiting on a customer a man put his head into the door and shouted: 'Sam, I've got two of those feedbags hanging outside. Charge 'em.' I did not put the item down. Several customers came in in succession. I forgot about the matter until night. Then, for the life of me, I couldn't think of the person's name. And I never got paid for the bags."

In talking over his merchandising methods, Mr. McCool declares:

"There's one record I'm mighty proud of. I never let a bill for articles I purchase become overdue. By paying cash I've saved much money through discounts. When each shipment arrives I make out a check for it as soon as I've found it's what I ordered. The only exception to this rule is with wholesalers with whom I've traded for years. They allow me a few days leeway on the discounts."

McCool is a great believer in nationally advertised merchandise.

"You hear a lot of talk," says he, "about concerns giving the customer the benefit of lower prices by not spending any money for advertising. My experience has been that articles not nationally advertised are slow sellers regardless of their merit. If people don't

read anything about them you can't sell them."

On Mr. McCool's desk, the middle drawer of which serves as a cash drawer, is a stack of catalogs. These are used in ordering for customers large articles that are not kept in stock, including stoves, ranges, ploughs, etc. Mr. McCool has built up a big mail, express and freight order business by urging customers to order things not in stock in this manner. Jobbers co-operate with him in giving prompt deliveries on articles thus ordered. He has made a study of the thousands of articles in hardware that he does not keep and can tell customers at a moment's notice where any of them can be obtained, the price, how long it will take to make delivery, etc.

His Winter Stove League

Mr. McCool is as proud of the "winter stove league" that holds forth in his store as he is of the development of his business.

"Years ago small town grocery stores were famous as gathering places for swapping stories," said he. "The modern grocery store doesn't provide the facilities for such gatherings, so the practice has largely died out. I think it's kind of unusual that a hardware store should be such a gathering place. I've never heard tell of another one, although I've made wide inquiry through traveling salesmen and others. And the attendance certainly isn't dying out in this store. It's bigger than ever.

"The trade of some of the men who drop in doesn't amount to much. But they're good fellows and I like to see them. I can't judge a man, anyway, by what trade he gives me. It isn't my nature. I like to be friends with everybody." And he is!

McCASKEY

"ONE WRITING"
SAVES TIME

THE McCASKEY WAY

DECEMBER 1921

LEAVES STORE ON TIME—ACCOUNTS POSTED



Three Safe Register Cabinets Complete This Ashley, Pa., System

SIX HUNDRED ACCOUNTS FAIL TO WASTE ANY TIME FOR T. F. CALDWELL, TEXAS USER.

AUSTIN, TEX.—When T. F. Caldwell, of Caldwell & Miller, leaves his store on time every evening he has the satisfaction of knowing that all of his six hundred charge accounts are posted correctly to date and that a statement to that effect has been placed in the hands of every customer with his latest purchases. As operated in his store he maintains that the McCaskey System has proven its value as a collector and trade getter, a time saver and money maker.

The points named, together with the full protection which the McCaskey Safe Register gives against fire, are cause for Mr. Caldwell's statement—"It gives such a complete satisfaction that a money value cannot be placed on it. We feel that we could not get along without it. Any merchant doubting this has only to install and use one a short time to be thoroughly convinced of the fact."

FIVE YEARS PROVE McCASKEY

VALUE TO EASTERN FIRM

NYACK, N.Y.—E. C. Barber & Co., of this city, have completed their fifth year with the McCaskey 'One Writing' System to which they changed in November, 1916, from a loose leaf ledger system. To the Alliance firm and their neighbouring merchants they have expressed themselves as so well pleased that under no circumstances would they make a change to any system they have yet seen. They are equipped

to handle 750 accounts and among the many successful features of the system they state that the 'daily balance to the customer' alone would go a long way toward paying for the McCaskey installation.

GETS \$3,000 MORE CASH A MONTH

ORIENT, S.D.—After using the McCaskey System for but seven months The Farmers' Store of this city learned that their outstanding accounts have diminished from \$8,000 to \$5,000 a month. E. J. Dinneen, the manager, states that it has more than paid for itself in that time, that his records are up to date at all times and that it keeps customers continually informed of the total owing.

***We Can Do the Same for You
Just Mail This Coupon Today***

McCASKEY REGISTER CO.

ALLIANCE, OHIO

*How Can I Solve My Credit and
Collection Problem?*

Name Business

Address

No. of Accounts? How Kept?

From Janitor to Lieutenant-Governor

(Continued from page 25)

900 were fed and two days later took charge of a sheep-bake for the Rotarians of his home city; jobs that he put through just for the fun of getting a chance to cook. When it is noised abroad that Templeton is to be the cook, it is certain that a bake will be overcrowded, so much so that on all occasions now the lieutenant-governor always provides food for 100 over the stipulated number, so that the extras will not go away hungry.

While still cooking for the clergymen at Plainville, the 15-year-old boy went on a vacation trip to Waterbury. There, with his characteristic alertness, though not looking for a job, he spied an advertisement in a newspaper for an assistant bookkeeper and he inquired into the place. He tried it out at \$2.50 a week and proved so good a worker that his employer, F. B. Field, a retail hardware merchant, made him bookkeeper at what appeared to young Templeton a magnificent salary of \$7.50 a week. He had not given up his college intentions but continued saving money for an education.

As a further stimulus to his ambitions to go to college, undergraduates at Yale who had noted his speed as a sprinter, were urging that he go to the college at New Haven so that he might enter athletics. He was a football and baseball player as well as a sprinter, with the sort of ability that led colleges to seek him. He held the state record for the 100 yard dash, having competed in Y.M.C.A. contests. The race at which he captured the state championship was run at Derby, where one of the timers had him checked at 10.2-5 and the other at 10.3-5.

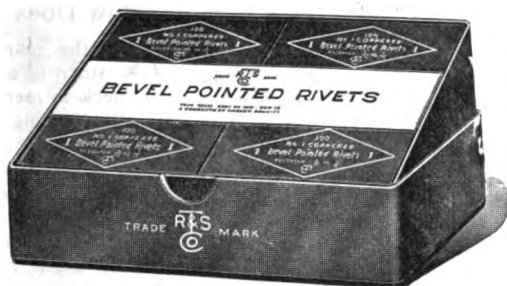
He really ran 103 yards, as he was a nervous runner and got over the mark three times, being set back each time. To this day he proudly shows the gold medal he won.

But the hardware business put up a competition with Yale that defeated the university. Mr. Field, with an eye to what was happening, made the boy an offer of \$1,500 a year, with the proviso that he would agree to stay in his employ for a three-year period. He accepted, and to this day says he regrets his decision.

In 1891 Mr. Field decided that he would go to New York and sell the business in Waterbury. Templeton had little money, but the energy that he had was worth more than money. William B. Hotchkiss, an old Williams College football player, was a friend of the athletic Templeton. Hotchkiss' father was able to supply the capital and was glad of a chance to break his son into business. The elder Hotchkiss loaned the two young fellows \$20,000 to buy Field out under a plan whereby they were to pay \$500 a year each, on a note to him. In eight years they had cleared the debt.

For fifteen years Templeton remained in business with Hotchkiss. A retail hardware business such as they were conducting did not offer a range of activities great enough to satisfy Templeton. Therefore the two separated, Templeton opening a large retail hardware store and founding the big hardware and mill supply wholesale plant located in Waterbury, from which center he now does business all over New England.

One of the characteristics which has helped to make Lieutenant-governor Templeton a successful merchant as well as a statesman, is the fact that he stands on no ceremony when he sees that things are to be accomplished by getting



Tubular and Clinch Rivets

OUR rivets are the product of fifty years of development and research.

The perfect driving qualities, smoothness of clinch, and appearance of the finished work all make their appeal to the practical user.

*Order a supply from
your jobber today*

Tubular Rivet & Stud Company
Boston, Massachusetts



into action. He is not the man to sit still and ponder.

During the past winter when the Connecticut legislature was in session and Lieutenant-governor Templeton was presiding over the senate, he was asked at the close of one day's business to act as judge of essays read by many school children. The essays were read on the lower floor of the capitol and took more time than had been anticipated. When they were done, the lieutenant governor looked at his watch and discovered that only the full use of his famous sprinting speed would enable him to catch his train for Waterbury where he had several engagements.

Without waiting to go to the upper floor of the capitol where he had left his hat and top coat, he dashed out of the door, across the capitol grounds and to the railroad station where he swung aboard the moving train, and so "made" Waterbury on time to keep his appointments.

Speed and the Lieutenant-governor always go together, as will be evident to one who looks over the foregoing list of organizations to which he not only belongs but in which he is constantly active.

The Sergeant's Recipe

Most army stories cannot be printed, but here is one of the mild ones:

A hungry doughboy approached the grouchy mess sergeant long after mess was over and doubtfully asked how the chances were for a little something to eat.

The sergeant smiled upon him with quite unprecedented favor and asked seriously: "How would you like a jam sandwich?"

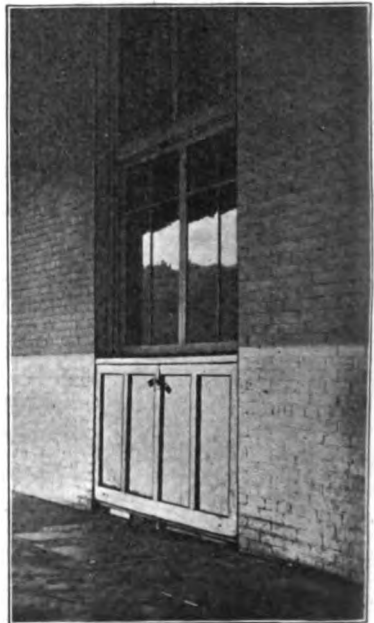
"Fine," said the doughboy, loosening his belt in anticipation.

"Well, here's two good slices of bread. Jam 'em together."

Door Converted into Window Does Double Duty

AT the rear of this hardware store is a room that is used to check in merchandise for handling the cutting of wire screen and attending to various other odd jobs. Most of the time the door is shut. At such times the room is given plenty of sunlight, due to the style of door used in contrast to the usual heavy, solid double doors.

When there is a delivery of merchandise to be taken in, or something to be sent out for shipment, the window above the door is pulled up out of the way and the two solid doors at the bottom swung open. This double purpose idea has been worth a great deal to the store in convenience.



The window at the top lets in the light, and the double doors at the bottom swing open to receive merchandise



Exclusive distributors for other lines handle this paint—why?

A standard paint that has become a specialty with a rapid turnover

WHY is it that many dealers who are exclusive agents for other manufacturers' lines handle Barreled Sunlight also?

It is because this paint fills a unique place in the dealer's stock today. Due to its unusual properties it has become a specialty with a high rate of turnover and a rapidly expanding market.

Barreled Sunlight is a white paint with a smooth, lustrous surface that will not collect dirt. It can be washed like tile. It contains no varnish and can be applied with ease by anyone. It covers better than enamel and costs less. Flows freely, leaves no brush marks and will not sag or lap.

Barreled Sunlight is being used today in buildings of every kind—

homes, apartment houses, stores, shops, office buildings, hotels, industrial plants, etc. Its washable, dirt-resisting qualities—its ease of application—are building sales everywhere.

A nation-wide advertising campaign is helping to push these sales and produce quicker turnover for every dealer.

Sold in cans from half-pint to five-gallon size—also in barrels and half-barrels. Sample can sent to all dealers on request.

Communicate with us or our nearest distributor.

**U. S. GUTTA PERCHA
PAINT CO.**

45 Dudley Street Providence, R. I.

Barreled Sunlight

The Rice Process White

Ideas That Have Helped To Sell Stoves

(Continued from page 37)

vertised when it put in a range equipped with a timing device, that it would demonstrate how perfectly this would work, and invited the women in to watch the proceedings. It was a curiosity to them, and they came in great numbers.

A representative of the manufacturer was on hand and he talked to the women while the baking was in progress, showing them at the end just what the advertise^d device would do. The talk that these women did for the range was an advertising asset in itself.

Repair Service Brings Business

A route that one store takes to secure prospects is the repair part ordering. Through its advertising, this store offers to help out any person by sending for parts for old ranges or stoves. Good will is thus secured and the opportunity to add a new customer to the store's list.

A man will gladly call to inspect the old stove or range, and thus get the exact information that will enable the store to order the part needed. If the part is for a stove, he looks at its condition, and if it is poor, suggests that the person come down to see what the store has. The owner may not come down at once, but after seeing how gladly the store takes care of an apparently small-profit part order, the good will that has been created will more often than not bring the woman in. Perhaps the range for which the part is desired is not worth fixing. The man says so frankly, and in this way starts a prospect storeward. Odd part business, usually scorned or dodged, is an opportunity to this store.

Every range customer of one Minnesota store is on record. When fall comes and the campaign for pushing ranges is at hand, these names are consulted. In the personal column of the newspaper will appear many items which combine personal interest with merchandise, such as:

Anyone who is in doubt as to the kind of range to buy this fall will be making a profitable inquiry in asking Mrs. Clayton Moran about her U . . . bought a year ago, and which could not be bought for any money if Mrs. Moran could not get another.

Mr. and Mrs. Will Tobin took dinner with Mr. and Mrs. W. K. Welch on No. 5 Sunday. The dinner was cooked on the U . . . coal-or-wood range Mrs. Welch bought of us early last spring. We have thirty-eight owners of this range in the community who back up anything we say about them.

When a certain northwestern store learned of the coming of a number of country people to town to attend a county convention, it arranged to stage a demonstration of its ranges. The people from the country and the smaller towns naturally seized this event to shop, and the range demonstration was well attended with a number of sales as the result.

Natural Modesty

"All right back there?" called the conductor from the front of the car.

"Hold on," cried a feminine voice. "Wait until I get my clothes on."

The entire carful turned and craned their necks expectantly. A girl got on with a basket of laundry.

Who stands the Loss?

A Cash Sale, but — there's a rush of business, the clerk is busy, puts the money in his pocket and makes no permanent record of the sale. Who stands the loss?

A Charge Sale, but — you lose the sales slip and you have no record of the sale. Who stands the loss?

A C. O. D. Sale, but — that old-fashioned register is out of order. Carbon paper crumpled. Duplicate sales slip is not like original. The money isn't collected. Who stands the loss?

You Pay Out Money, but — your records don't show to whom, when, what for, by whom. The money is gone. Who stands the loss?



Stop These Losses

The Standard Manifolding Register absolutely stops such losses. It *forces* a *complete*, locked-in record of every transaction. Every copy is *exactly* like the *original*. Carbon paper *can't* crumple. Sheets *can't* slip.

There's a standard System built to fit your business, to simplify your records and stop the losses. It will save you many times its cost. Write for the facts.

The Standard Register Co.

136 Albany St., Dayton, Ohio

Check Coupon and Pin to Letterhead

For samples of forms, used by other business similar to your own, and folder describing a complete system for controlling your sales records. There is no obligation

attached to this, check on the coupon the samples of forms you desire and pin to your letterhead.

Furnished with or without cash drawer



The Standard Register Co., 136 Albany St., Dayton, Ohio.

Without obligation, send me booklet and samples of forms showing:

- ☐ Bills of Lading
- ☐ Express Receipts
- ☐ Delivery Receipts
- ☐ Invoices
- ☐ Purchase Requisitions
- ☐ Stock Requisitions
- ☐ Receiving Orders
- ☐ Stock Records
- ☐ Sales Records
- ☐ Combined Money Drawer & Sales Records

Standard

Manifolding Systems and Roll Printing

Henry's Sales Tips To His Son

(Continued from page 42)

clusively for special displays. Of course, a section of a large window can be set off for this purpose if no small window is available. In my own special window I show a few particularly attractive bargains each week. I've named this the "More Than Your Money's Worth Window," and allude to it as such in all newspaper or other advertisements, and on placards put into the window.

The articles in this window are sold at cost. There are only a few of them. The money I lose by failing to make a profit on them is made up many times over in the additional sales these articles bring. In a great many cases a person who comes in to buy one of these specially priced articles purchases something else as well.

You would hardly believe it, but it's a fact that this window is making many "fans" for my store. People have got into the habit of watching it each week for bargains in articles they might desire. They attend these window showings with the regularity that baseball fans go to ball games. I've even had people come into the store and ask what I will display in the window the next week. "That's a secret," I say pleasantly, "wait and see." The old saying to the effect that curiosity killed a cat may be true, but in merchandising, curiosity attracts instead of kills.

Last, but not least, don't forget that the general public judges a store by its windows as much as it judges a person by his or her dress. If an ill-groomed, slovenly window convinces the passerby that the store behind it is one desirable to get acquainted with intimately, human nature and I are perfect strangers. I'll venture

the assertion that a store with unkept windows has got about as much chance of growing to any great extent as a four feet six Jap has got of growing to six feet four, to borrow a phrase of Wallace Irwin's.

Well, my boy, I must call on Dame Slumber to brush the cobwebs out of my garret, so au revoir.

Your affectionate father,

HENRY.

This Contest Window Drew a Crowd

HERE is a window display plan which can be used in any hardware store, large or small, and is particularly adapted to the medium-sized city where the homeowners' trade is worth going after.

Fill the store window with all manner of samples taken from stock—anything from washboilers to stove bolts. Number each article plainly with a small tag. Offer prizes in cash or credit, or articles from stock, to the school child who submits the list naming the most articles correctly.

There are enough articles in the average hardware stock to puzzle any adult. The carpenter, for instance, might name all the tools of his trade, but would he know all the tools of the plumber's trade by name? Would the carpenter and plumber be able to name correctly the housewife's patent mayonnaise mixer?

By all means, advertise that the children may have the help of their parents in making out their lists.

A window display where contest psychology is used will always draw crowds, whereas minus this attraction it may pass unnoticed unless there is something especially novel in its treatment.

A Sales Building Deal

Every hardware dealer is interested in our national advertising campaign offering a pint of Johnson's Prepared Wax (Paste or Liquid) free with our new Weighted Floor Polishing Brush. This offer is being made in the December issues of Ladies' Home Journal—Woman's Home Companion—Good Housekeeping—and other publications of the same character.

JOHNSON'S *Paste - Liquid - Powdered* PREPARED WAX

Johnson's Prepared Wax is the standard brand—the advertised brand—the quality brand. If you handle JOHNSON'S you need no other Wax.

New Weighted Polishing Brush

The new Johnson Weighted Polishing Brush will last for years and save many times its cost. With it every housewife can keep her floors and linoleum like new.



Mail coupon for our proposition giving a pint of Johnson's Prepared Wax free with every brush. It's a money maker—DO IT NOW.

S. C. JOHNSON & SON, Dept. GH 12, Racine, Wis.

Please write me your proposition offering a pint of Johnson's Prepared Wax (paste or liquid) free with your new Weighted Polishing Brush.

NAME

ADDRESS

Our Jobber is

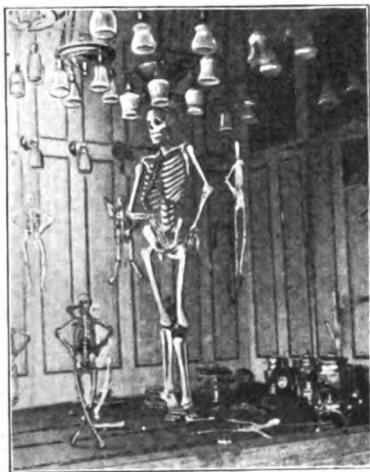
Skeleton in Window Sells Washing Machines

THE Sell-Atkins Mercantile Co. held one of the most unique window displays that ever drew a large crowd, and incidentally sold a large number of washing machines for that live Kansas firm.

A life-size skeleton was bor-

in the local newspapers and it served to create a lot of comment, besides drawing people from all sections of the town to their window.

Opportunity was given at the same time for a good display of lighting fixtures and electrical equipment.



Here's a display that was used to advertise washing machines

rowed from a chiropractor in the city and the smaller skeletons made of paper were purchased from a racket store.

They ran the accompanying ad

Whitney Hardware Co. Gets the Women's Trade

THE Whitney Hardware Co., Albuquerque, N. M., got the women of the town interested in the store by holding a lucky number contest and giving away a fine kitchen range.

While there was no obligation whatever to buy, a great portion of those who called for tickets did buy, and many more took this occasion to ask about goods they needed.

The result was that the store got some good follow-up material. It seemed that people did not feel free to ask for the tickets without buying. Saturday night when the drawing took place, the store and sidewalk were jammed.

One of the best features of the contest was that it got a great many women and men acquainted with the store, and while tickets were given out there were a number of advertising campaigns in progress to stimulate buying.

HAVE YOU SEEN THE SKELETON

in our south window? It's the skeleton of a woman whose husband refused to buy her an—

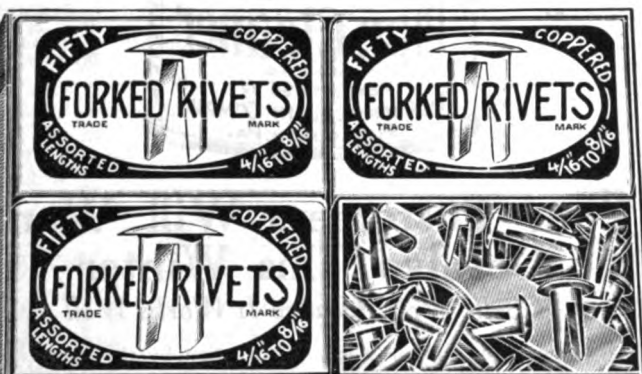
AUTOMATIC ELECTRIC WASHER

She tried to do the washing for a large family with a washboard in a tub, and now she's dead. Note the curved back and the bent ribs. Prolong your wife's life and increase her health by getting her an Automatic Washer. Several styles to select from at \$85 to \$125, on payments.

==SELL-ATKINS==

The above advertisement brought customers to the store and sold a lot of washers for Sell-Atkins Co.

STIMPSON FORKED RIVETS



ONE
CARTON
OF
12
BOXES



50
RIVETS
AND
ONE RIVET
HOLDER
IN EACH
BOX

THIS LABEL APPEARS ON EACH SMALL BOX

Your Jobber Will Supply You
SPECIFY "FORKED RIVETS"

Edwin B. Stimpson Company

801 Kent Avenue, Brooklyn, N. Y., U. S. A.



Patented
Dec. 5, 1911
and
March 5, 1912

Your Customers Will Want Desolvo This Winter

It Sells Well Because It Works Well

In the next four months a lot of hardware merchants are going to make money on Desolvo. People want this excellent drain pipe cleaner because it does the work well and rapidly. Besides it is so easy to use.

Anyone can use Desolvo. Just mix it with COLD WATER, pour it into the pipe—and Desolvo cleans out every

obstruction by the simple process of reducing all soluble matter to liquid form that can be washed into the sewer. The only drain pipe cleaner we know of that can be used successfully with COLD WATER.

Display Desolvo and you will sell it. You can guarantee it to do its work without the slightest injury to pipes or connections. Does one job and does it well.

Order through your jobber. If he does not carry Desolvo write direct, giving jobber's name.

THE CHAMBERLAIN CO.
PITTSBURGH, PA.

Mid-West Representatives
Parker-McNulty Co., Milwaukee, Wis.

Pacific Coast Representatives
Sprake Sales Co., Los Angeles, San Francisco, Denver, Colo., and Portland, Ore.

K-K
Cleans Closet
Bowls



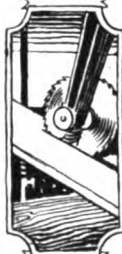
A product that
should be in every
home. Once tried
always used

How to Select A Saw

William Ludlum Suggests!

For the hunter—the *buck* saw
 For the liveryman—the *hack* saw
 For the mariner—the *compass* saw
 For the baby—the *fret* saw
 For the printer—the *circular* saw
 For the musician—the *band* saw
 For the seamstress—the *rip* saw
 For the penman—the *scroll* saw
 For the editor—the *pruning* saw
 For the gossip—the *buzz* saw
 For the athlete—the *track* saw
 For the bishop—the *mitre* saw
 For the broker—the *pit* saw
 For the horseman—the *whip* saw
 For the boxer—the *mill* saw
 For the dentist—the *inserted-tooth*
 saw
 For the gambler—the *deal* saw
 For the fisherman—the *drag* saw
 For the railroadman—the *siding* saw
 For the gangster—the *gang* saw
 For the weaver—the *web* saw
 For the League of Nations—the
 one-man saw
 For the blind—the *see* saw
 For the dancer—the *jig* saw

P. S. If you cannot find what you
 want in the above list, consult the
saw-file.



Every mail order ad hurts you. If it features ready built houses and you sell only hardware, it hurts you just the same. It gets people into the mail order habit. It puts the catalogs into the home. It takes business away from you every time.

No Catalog House Can Buy an Inch of Space

In THE DELINEATOR every effort is for the merchant—its influence with the best families of your town is working for you. The mail order houses with their millions cannot buy a particle of this influence at any price. Not a line of advertising will be sold to any concern that sells direct by mail.

By barring mail order advertising, THE DELINEATOR becomes your greatest friend among all the magazines. Write a note of endorsement to THE DELINEATOR for this work and recommend it to manufacturers every time you get a chance.

See next page for list of Delineator advertisers who sell through hardware stores.

Remember

The DELINEATOR

All Mail Order Advertising Barred

BUTTERICK BUILDING

NEW YORK

The collage features several overlapping advertisements:

- A top-left ad for a house with the text "Save Buy Ready-Built Homes Direct from the World's Largest Mail Order Houses".
- A middle-left ad for a gun with the text "Prices Cut 50%".
- A bottom-left ad for a gun with the text "ORDER HOUSE".
- A central ad for a house with the text "Distinctive Homes at Guaranteed Prices 200 Plans FREE!".
- A bottom-center ad for a chair with the text "Gordon Van Tine Co. Satisfaction Guaranteed or Money Back".
- A bottom-right ad for a chair with the text "New Larkin Catalog FREE".
- A bottom-center ad for a gun with the text "MONEY BACK IF".
- A bottom-center ad for a gun with the text "Baird North & Co."

Your Business Allies

These manufacturers of products sold through hardware stores use the advertising pages of current issues of *The Delineator* to send business to retail stores:

The Joy of Cooking
Aluminum Cooking Utensils
The Aluminum Cooking Utensil Co.
New Kensington, Pa.

Scot Tissue
Scot Paper Co., Inc.
Bridgeport, Conn.

WEED TIRE CHAINS
American Chain Co., Inc.
Bridgeport, Conn.

LORAIN OVEN HEAT REGULATOR
American Stove Co.,
St. Louis, Mo.

BUTCHER'S BOSTON POLISH
Butcher Polish Co.,
Boston, Mass.

BETTERBABY CRIB
The Caldwell Mfg. Co.,
Columbus, Ohio

NAPANEE DUTCH KITCHENETTE
Coppes Bros. & Zook
Napanee, Ind.

IRISH MAIL CAR
The Hill Standard Co.,
Irish Mail Ave.,
Anderson, Ind.

HOOSIER STOVES AND RANGES
Hoosier Stove Co.,
Marion, Ind.

THE HOOVER ELECTRIC CLEANER
The Hoover Suction Sweeper Company
North Canton, O.

SANI FLUSH
The Hygienic Products Co.,
Canton, O.

GORHAM SILVER POLISH
Harold F. Ritchie & Co., Inc.
New York City

1847 ROGERS BROS. SILVERPLATE
International Silver Co.,
Meriden, Conn.

SCOTT TISSUE TOILET PAPER
Scott Paper Co.,
Chester, Pa.

TAYLOR OVEN THERMOMETER
Taylor Instrument Co.,
Rochester, N.Y.

3-IN-ONE OIL
Three-in-One Oil Co.,
New York City

Mother, of course,
expects nothing
for her

BUTCHER'S BOSTON POLISH
Butcher Polish Co.
Boston, Mass.

LORAIN OVEN HEAT REGULATOR
American Stove Co.
St. Louis, Mo.

HOVER
Hoover Suction Sweeper Company
North Canton, O.

resting reminders of
an immaculate
Trans-
household ease and leisure
For this efficient cleaner
Electrically it sweeps up stubborn dirt, erases crushed nap,
and freshens colors. Thoroughly it suction cleans. Only The Hoover
does all this "Give her a Hoover and you give her the best."

the HOOVER
Hoover Suction Sweeper Company
North Canton, O.



**Stormtight Is Making
Profits for Others
So — Don't Wait for Our
Salesman to Call
Get the Agency
Before It Is Too Late**

Stormtight is not a commercial roof paint or cement, so dealers are saying "Yes!" to the Stormtight proposition.

And we are closing with these dealers—only one in a locality.

Stormtight
FOR USE ON ANY ROOF IN ANY WEATHER

puts a one-piece leakproof covering OVER old roofs by a new modern method AND AT A SMALL COST. Of course, it sells—and repeats in larger volume.

Local cooperative advertising moves Stormtight, and now comes powerful national magazine advertising to make quicker, bigger sales.

Don't wait for our salesman. Be the one dealer in your locality.

Act now—write for our complete Dealer Book.

L. Sonneborn Sons, Inc.

Dept. 40

264 Pearl St.

New York City

Let Me See One of

THE new "QUICK-SET" Adjustable Reamer attracts the eye of the mechanic the minute he sees one. "QUICK-SET'S" distinctive finish, sturdy construction, and the earmarks of careful manufacture attract immediately.

What is more "QUICK-SET" has a very wide range of expansion, thereby reducing the number necessary for a complete set.


The blades of "QUICK-SET" are renewable at a moderate price, thereby giving this reamer an exceptionally long life.

It is not necessary to return the reamer to the factory to replace the blades. We supply blades already finished and ground, which when inserted in the body of "QUICK-SET" are ready to cut.

Let us tell you more about "QUICK-SET" and the other members of the "Cleveland" family. They are all interesting.

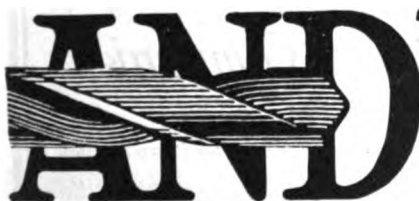


The **CLEVELAND**



TRADE MARK REGISTERED IN U.S.

those Reamers Too



**TWIST DRILL
COMPANY**

**1251 East 49th Street
CLEVELAND, OHIO**

AND FOREIGN COUNTRIES



**DOMESTIC
SCIENCE
THERMOMETERS**

**WEATHER
THERMOMETERS**

**INDOOR
THERMOMETERS**

**INCUBATOR
THERMOMETERS**

**A Separate
Tycos or *Taylor*
For Every Need**

makes the *Tycos* line easiest to sell.
Gives you many ways of approach instead of one.

Attracts the attention of every member of the family.

Makes possible more sales because of more interest and attention.

Efficient hardware stores are indicated by the extent they stock the separate *Tycos* items

Remember Our Advertising

will continually create buyers for you.

Ask your jobber to send you an assortment of *Tycos* Instruments and tell us to send you the *Tycos* selling helps.

Taylor Instrument Companies

ROCHESTER, N. Y.

There's a Tycos or Taylor Temperature Instrument for Every Purpose

THOMPSON'S DRAIN- PIPE CLEANER



It Saves Plumbing Bills

**THAT'S WHY IT'S A STEADY AND PROFITABLE
SELLER BOTH WINTER AND SUMMER**

What every merchant wants in stock that will sell all the year round, that will sell surely and swiftly and at a good profit. THAT'S THOMPSON'S DRAIN-PIPE CLEANER.

Thompson's Drain Pipe Cleaner will clear out most stopped up pipes in a very few minutes, without the slightest injury to the finest plumbing.

Everyone has trouble some time or another with clogged pipes. This is the reason why Thompson's Drain Pipe Cleaner is a steady, year-round seller. Over 4,000 merchants are enjoying a steady, profitable business on this special product.

In addition to cleaning drain pipes, it can also be used for cleaning garbage pails and refrigerator drain pipes; it is a most effective paint and varnish remover; it will thaw frozen drain pipes in short order.

DEALERS' PRICES

No. 1—The 50c. size, containing 1 lb. \$4.00 per dozen

No. 2—The 85c. size, containing 2¼ lbs. . . . \$7.20 per dozen

In 3 dozen lots, 5% off; six dozen lots, 10% off.

Thompson's League of Merchants, Inc.

50 Church Street, New York City

Iron Horse Metalware

As Strong As The Name Implies

THE FACTORY BEHIND THE PRODUCTS

—not merely a spacious modernly designed factory covering acres of floor space, but a factory equipped with the most approved type of metal working equipment, manned by thoroughly experienced metalworkers who know how to build that exceptional degree of service and satisfaction into the finished Can or Pail that has played such an important part in making

Iron Horse Metalware

the standard by which all others are judged, the world over.

If you have not a copy of our latest catalog, send for it today.

Rochester Can Company
109 Hague Street, Rochester, N. Y.



Puts Fireless Cookers in Meat Market

WOMEN in an Illinois city are talking up sales for a hardware man who was keen enough to grasp an opportunity to demonstrate a cooker for which he is agent. From his friend in a meat market he learned that a certain period of the morning was a busy hour.

He sent over one of his cookers in operation with a roast inside and also a roast already done. Customers were shown how the cooker worked and were allowed to sample the finished roast.

This stunt helped the meat market man and sold a number of the cookers for the hardware merchant; in fact, the inquiries are still coming in. The hardware man saw the advantage of showing cooking devices where women buy their food, which put him in touch with those who did their own cooking.

This Jungle Window Attracted Toy Buyers

A MERCHANT who makes a specialty of rubber goods, sold a new line of pneumatic rub-

ber toys being manufactured in England through a most unique and unusual window display.

It was a miniature zoo in Rubberland. The wilderness effect was cleverly arrived at thru the arrangement of florists' shrubs and the river Congo was only a tin trough, moss-disguised, but rubber elephants and crocodiles slept on its muddy banks. The kangaroo and the rhinoceros gaily chummed with brilliant plumaged birds—all of rubber!

The novel display attracted widespread attention, and the new line of toys made a big hit among the holiday shoppers, for what most of them were looking for was an unbreakable toy for the youngster.

"Buford advertised for a tenant for his flat, didn't he?"

"Yes."

"Any replies?"

"A hundred. But the linotype operator who set up the ad was first and got the apartment."

Johnny: Pa, what is meant by "mournful numbers"?

Daddy: One-half of one per cent.



A window that attracted mothers and children and sold lots of toys



"Makes Warm Friends"

Simplex Sunbowl
Electric Radiator

A PRICE that makes selling easier.

A WINDOW display that drags people inside the store.

A RADIATOR that delivers the most heat of any of its kind.

That's why Simplex Sunbowls Sell.

Every dealer handling Sunbowls will have one of these window displays in twelve colors. (Size 27" x 36".)

Progressive hardware dealers are building up their electric appliance departments.

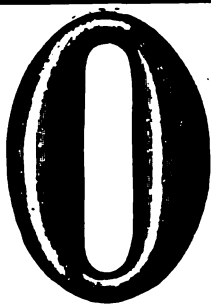
Here is a new item and a fast seller.

The Simplex Sunbowl is 20" high with a solid copper reflector 12" in diameter

SIMPLEX ELECTRIC HEATING COMPANY

15 South Desplaines Street Chicago,

CAMBRIDGE, MASS.



Embossed Letters & Figures

Aluminum and Brass

$\frac{1}{2}$ inch to 6 inches

Eight Finishes

Ask for catalog of the
Premax Line

**Niagara Metal Stamping
Corporation** Niagara Falls,
N.Y. Division C

TRIMO

THE WORD THAT
STANDS FOR

Superior

Pipe Wrenches

AND

Monkey Wrenches

FOR

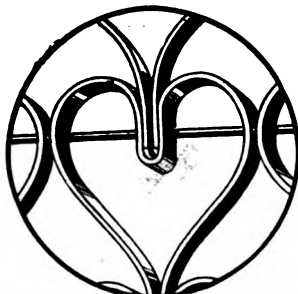
SHOP, HOME and FARM

Trimo Wrenches for Sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.

Roxbury, Mass.



Look for the Heart Shaped Link

The Link-Built Mat's a Universal Favorite

Most durable, sanitary and handy of all mats for homes, apartment houses, public buildings, stores, offices, factories, theaters, etc.

Sleeth Flexible Steel Mats

Substantially built of high-grade heavy galvanized steel on the chain principle—easily cleaned—easily rolled up to permit cleaning of floor beneath. Sleeth Flexible Steel Mats sell readily and steadily wherever shown. Made in all standard lengths—special sizes to order—attractive prices.

*Write us for prices or order
from your jobber*

—for this self-cleaning mat is a real "mover" and profit maker.

FERNALD MFG. CO.

**NORTH EAST,
PENN.**





*World's Largest Producers
of Pyrex Lined Silverware*

MIDDLETOWN SILVERWARE



The Mark of Distinction

Their quality induces the most favorable comment in silverware circles. Their elegance of design attracts all admirers of the beautiful. And their very moderate cost allows everyone to enjoy them.

Catalog gladly mailed on request.

**The Middletown
Silver Co., of**

**Middletown, Conn.
U. S. A.**



BOYER'S "O-SOOT-O"
SOOT DESTROYER
CHIMNEY AND FLUE CLEANER

**A Profitable and Seasonable
Item**

Put this on your counter and see the bricks sell themselves.

A necessity in every home.

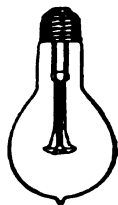
Users see the immediate results.

O-SOOT-O is the last word in a chemical soot destroyer for removing soot from stoves, furnaces and chimneys.

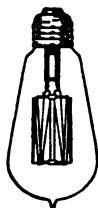
THE BOYER CHEMICAL LABORATORY CO.

940 North Clark Street

CHICAGO, ILLINOIS



There is a very good reason for the enormous demand for our lamps.



They are made one way only

QUALITY

Merchants who have visualized the vast amount of business possible in the sale of lamps, have gone a step further



THEY HAVE SPECIFIED

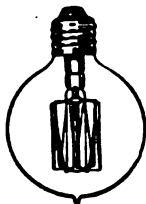


SAVE

SOLD OUTRIGHT

**No Troublesome Contracts
No Resale Restrictions**

*Warehouses, Factory Representatives
and Distributors Everywhere*

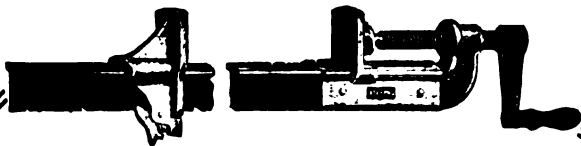


MAIN OFFICE AND FACTORY
Save Electric Corporation

220-254 36th Street
Brooklyn, N. Y.



Factory No. 2 (capacity 20,000 lamps daily) now being erected in
Toledo, Ohio



Three Quick Sellers That Every Dealer Should Carry

STEEL BAR CARPENTER'S CLAMP, No. 1

Rolled from a special quality of steel. "T" shape gives added strength. It is notched on lower side for greater holding power.

CARRIAGE CLAMP, No. 61

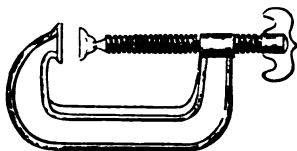
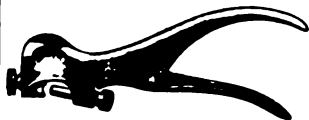
Malleable Frame. Steel Screw.

REVERSED LEVER SAW SET, No. 395

Shaped to fit the hand. Embodies features that are exclusive. Nickel or gun metal finish.

Write for our catalog of HARDWARE SPECIALTIES

E. C. STEARNS & CO., 150 Oneida St., Syracuse, N. Y.



**We Advertise for You
In Nineteen Twenty-two**

The Original

"COOK AND SERVE IN THE SAME DISH"
Guernseyware
ON THE STOVE ~ IN THE OVEN ~ ON THE TABLE ~

Vitrified Porcelain Casseroles, Tea-pots, Ramekins, Baking Dishes

In Foremost Women's Magazines

Referring buyers to your store for Guernseyware cooking utensils that are the best obtainable in quality, design, pattern and endurance identified by

This Trade Mark
Prepare now to profit by this National Publicity Campaign. It will sell your goods.



On Every Piece
Write for full illustrated Catalog of Guernseyware Cooking Utensils. We will also be glad to give you detailed information regarding our Hotelware line.

The GUERNSEYWARE CO., Cambridge, O.

Selling Like Hot Cakes At A Big Dealer Profit

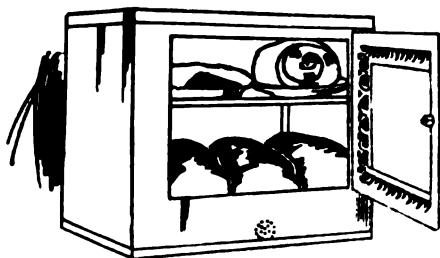
Never before has a more popular discovery been offered at a more opportune time. The West Bend Aluminum Waterless Cooker is taking the country by storm. It cooks without water. Roasts and cooks meats and vegetables in their own juices. The toughest cuts of meat, the cheaper cuts, are cooked to a delicious tenderness. Thus it actually pays for itself in a saving on the meat bill. Everyhousewife wants one.

The New West Bend Aluminum **Waterless Cooker**

Made of heavy gauge pure aluminum with extra base of Parterized Steel separated from bottom of cooker by an asbestos pad. Use it over flame on top of stove. Nothing can burn in it. Nothing can over-cook. Needs no watching. Meats or vegetables need no turning or stirring. A vent in cover provides for browning the roast. When vent is closed the cover is practically air-tight. Nothing lost by evaporation. Made in six sizes from 4 to 18 quarts, retailing at \$4.00 to \$10.00.

Nationally advertised. Selling fast wherever displayed. Splendid profits to dealers. Write for particulars.

WEST BEND ALUMINUM CO.
Dept. P, West Bend, Ind.



Easy To Clean

Every year people are leaning stronger toward the idea of "giving something useful." You can cash in on this idea by having a stock of Home Comfort Bread and Cake

Cabinets. Also, they offer an excellent solution for something to suggest to the person who likes to buy something useful, at a low price, that "makes a big package."

THE HOME COMFORT COMPANY
Saint Paul, Minnesota

"WHEN YOU ORDER DIRECT, MENTION YOUR JOBBER"

A PIPELESS FURNACE



Warms 6-7 rooms.

All of this "Boiler Plate" Pipeless Furnace but the casing **FOR ONLY \$65**

FIGURE THE PROFIT
INSTALLED AT \$150

SPECIFICATIONS

Height of steel body, 62 inches; diameter of steel dome, 24 inches; thickness of steel body, 3/16 steel boiler plate; height of 2 inch thick fire brick fire-pot, 20 inches; weight, 1000 lbs.; height of casing, 75 inches; diameter of outer casing, 46 inches; smoke connection, 8 inches.

30 x 36 Duplex register \$9.00 extra.

We furnish free patterns and full instructions for the casing. We can furnish casing extra if desired.

Grates, 20 inches diameter—heavy rocking and dumping.

**Three Times Heating Surface
of Others GIVES ECONOMY**

GUARANTY—Money back if you want it. Write today—Jobber connections wanted.

"BOILER PLATE" FURNACE CO.
2507 Heating Bldg., Minneapolis

Put This on Your Counter

Housewives, hotel and restaurant men and everyone else who demand knives of quality instantly recognize the superiority of

R. MURPHY'S

STAY SHARP

KITCHEN KNIVES

and BUY. Sold to the consumer in sets of three or singly—furnished to you in "sales clinching" display cartons. Attractive display cards supplied on request. Order these knives by the dozen sets of three or by the dozen. Order now and do a big winter business.



This card and display box of a dozen knives is a star salesman wherever shown.

SEND FOR NEW CATALOGUE

R. MURPHY'S SONS CO., Ayer, Mass.

MARATHON "OK" GRINDER AND BUFFER COMPLETE WITH MOTOR

\$25.00



This is less than HALF usual price.

Motor $\frac{1}{4}$ hp. totally enclosed. Speed 1740 rpm. Marathon Guarantee Service goes with it.

6 in. No. 60 Norton Wheel. 6 in. Hanson & Van Winkle Buff. Weight 38 lbs. bare; 52 lbs. boxed.

Dealer discounts on application.

Sell it to Hotels, Restaurants, Machine Shops, Garages, Car Owners, Home Tinkers, etc.—at list or above.

MARATHON ELECTRIC MANUFACTURING CO.

33 Island Street

WAUSAU - WISCONSIN

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

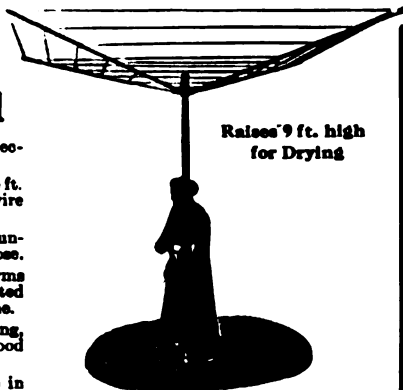
Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



Raises 9 ft. high
for Drying

Little Giant Clothes Reels are ORNAMENTS, not EYESORES.

Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

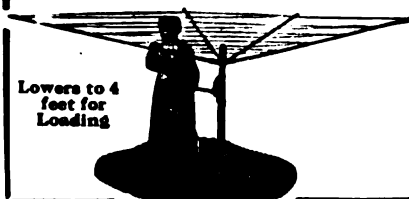
Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876



Lowers to 4
feet for
Loading

PAINTERS BUY

"Ohio" BRUSHES

because "Ohio" Brushes are the perfect result of 70 years' careful study of the painters' brush needs.

**YOU CAN SELL MORE "OHIO" BRUSHES
THAN ANY OTHER FOR THE SAME
REASON.**

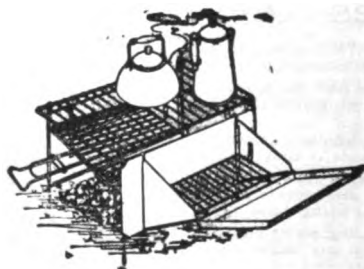


**THE WOOSTER BRUSH COMPANY
WOOSTER, OHIO**

Since 1851—One Family—One Idea—Better Brushes

Nugget Camp Kit

D
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P
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A practical, folding Camp Stove and Oven that has become the most popular on the market. It is not a make-shift but will successfully cook, bake and broil.

Kit consists of Stove, Meat Broiler, Detachable Oven, Frying Pan with folding handle, and Kit Bag. Every piece is strongly constructed and gives long service.

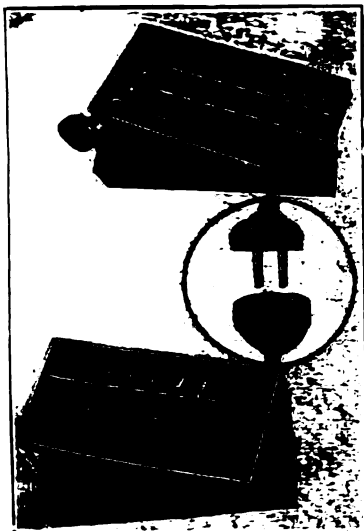
Designed after years of experience in the manufacture of Camp Grids and Camping Utensils that SELL. Write us for descriptive circulars.

Dept. CG

UNITED STEEL & WIRE CO.

Battle Creek, Mich.

Manufacturers of Camping Utensils



A FRIENDLY TIP FROM SANTA

Get the Electric Xmas Tree Outfit that is free from trouble and returns after Xmas.

Every outfit thoroughly inspected. No short cuts to cheapen costs.

Samples sent promptly upon request—at our expense.

Made in 8-Light Units. For larger sets—just plug together the correct number of units.

United States Electric Mfg. Corp.

476 Broadway, New York, N. Y.
212 W. Austin Avenue, Chicago, Ill.

Three Factories

Main Office: Toledo, O.

The American National Company

Fifty-one Years' Experience Is Back of This Line

Accounting for the leadership in design and completeness of the full line of Baby Vehicles and Wheel Goods.

The Beautiful
Built—not made

This vehicle is typical of the complete line—neat appearance, sturdy and durable enough to stand the wear and tear of young America. A line that sells and stays sold.

Our line was Disc Wheel equipped in 1917—we were first to use rubber tires.





There's Money In the Label

The ChoreBoy label contains a copyrighted list of 243 jobs ChoreBoy will do. This list stimulates consumer sales, because the multiplication of uses means the multiplication of sales.

If a woman wants to use one in cleaning the bathtub, it means she will buy another for her pots and pans. Thus, you have sold two ChoreBoys instead of one.

ChoreBoy sells for 10c. You can double your money at this price. Why don't you put ChoreBoy on the job?

Ask your jobber or send us his name with 70c. for trial dozen, postpaid. Discount for quantity.

The Chore-Utensils Corporation of America
Orange, N. J.



These Phonograph Needles Sell Themselves at 100% profit!

A money maker for Hardware Dealers. 50 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those Satisfactory Violaphone needles. Every needle plays 10 records—brilliantly.

The Fred. Gretsch Mfg. Co.

60 Broadway, Brooklyn, N. Y.
Manufacturers of Eagle Brand Steel Strips

Second Spare Tire Carrier
Carries all tires up to 4 1/4 in. Comes in small package. From your jobber or direct from

\$3.50 Complete
\$4.00 West of Rockies

SEDGWICK SALES CO.
1405 Sedgwick Ave., New York City

Sigbee R. Sedgwick

A New Picture Title Contest

*Starts in the
January Issue*

of

Good Hardware



It will be open to
Hardware Merchants,
Jobbers, Salesmen,
Clerks and to
members of their
immediate families.



WHITING-ADAMS BRUSHES

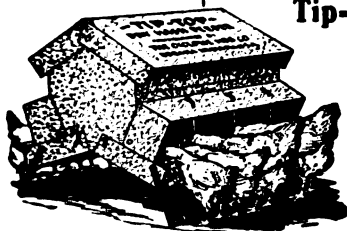
Vulcan Rubber Cemented Shaving Brushes make shaving a pleasure. They wear for many years.

Invincible Hair Brushes. Strong, stiff bristles. Beautiful wood, richly finished. Very popular with lovers of good brushes.

Send for Illustrated Literature

JOHN L. WHITING-J. J. ADAMS CO.
BOSTON. U. S. A.

Brush Manufacturers for Over 112 years and the Largest in the World



Tip-Top Dry Mash Feeder

A SNAPPY fall and winter seller. ALL steel, weather proof — feeds from both sides. Two sizes—two feet and four feet of feeding space— $\frac{1}{2}$ bushel and 1 bushel capacity. Order from your jobber or write us for prices and literature on feeders, plain and parking coops, etc.

THE CYCLONE MFG. CO.
Dept. 70 URBANA, INDIANA



A Quick Cutter Cronk's Wood Handle Pruning Shears

Steel ferrule. Notched hook (patented) prevents slipping, gives greater leverage, and makes cutting easier than with any other.

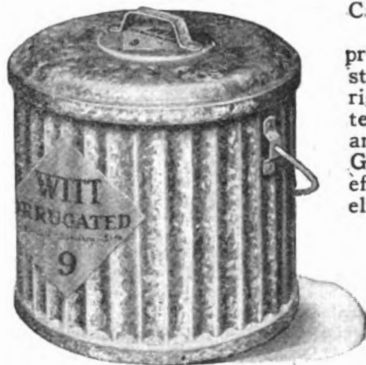
CRONK & CARRIER MFG. CO.

Elmira, N. Y.

Evidence

When the ultimate users and dealers in widespread sections of the country express a preference for Witt Corrugated Ash Cans and Garbage Pails it is evidence of superiority.

On the strength of this evidence are you not justified in stocking Witt Corrugated Ash Cans and Garbage Pails?



The Witt Yellow Label product is made of heavy sheet steel, corrugated for extra rigidity and strength, protected by heavy iron bands and finished by the hot dip Galvanizing process which effectively closes all seams, eliminating the inferior solder.

Your jobber can supply you.

The Witt Cornice Co.
Cincinnati, Ohio

Also makers of the lighter weight Brighton line of Cans and Pails. Write for quotations.



SASH CHAIN

Originators
of
Sash Chain



6 TUBE REVOLVING PUNCH

Manufacturers
Harness,
Belt and
Sawee Punches

THE SMITH & EGGE MFG. CO. BRIDGEPORT CONNECTICUT

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES

BOSTON



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. SEND FOR CATALOG

MASS.

A Self Seller That Turns Good Profits



Dimes drop in at a brisk rate in exchange for the handy little articles displayed on your counter in this attractive carton, which contains three dozen boxed

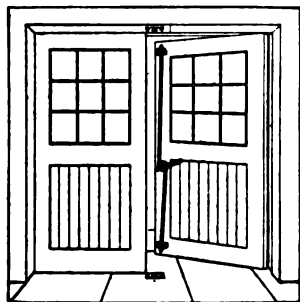
Slipon Handle Protectors

Attached quickly to coffee pot, tea-pot or percolator. Keep flame and heat from scorching the handle.

Endorsed by Good Housekeeping and Tribune Institutes.

Order from your jobber.

**YOUNG
SPECIALTY
COMPANY**
2220 Vliet St.
Milwaukee, Wis.



Phenix No. 50

GARAGE DOOR BOLT

Specialty designed and made for Garages, Factories, Warehouses and Fire Doors. One turn of the handle locks and unlocks top and bottom bolt. Withstands the severest service the year round.

PHENIX MFG. CO.

108 Center St., Milwaukee, Wis.



ROBERTSON Horseshoe MAGNET HAMMERS

**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office



Complete, compact line to retail at popular price. One single size U.S. Full-measure can in each of 29 Colors. Brings you trade that other stores are getting.

Prepared Paint, 11 Colors
Varnish Stain, 6 Colors
Screen Enamel, 2 Colors
Stove Pipe Enamel
Furniture Varnish
Enamel Paint, 7 Colors
Gold Paint, Aluminum Paint
Sold by Hardware Jobbers

Mellor Paint Mfg. Co.

172-174 Second Avenue
BROOKLYN, NEW YORK



Dora Oven
Guards your cake
Always use her

When you bake

A Business Go-Getter

WILDER STANDARD
COOKING THERMOMETERS

Each cooking thermometer packed in special Gift Box, advertised in Women's publications for Xmas Giving. Wire for "Xmas Assortment"—9 Candy Making, 6 Oven, 6 Deep Fat, 3 Fireless Cooker and Cake Griddle Thermometers. Order shipped same day received.

Wilder-Pike Thermometer Co.
Troy, N. Y.

Makers of Thermometers for All Purposes.

\$1.00 Aluminum Sale

Operating our own rolling mills we are in a position to furnish, in any quantity, ten big special aluminum cooking utensils for the popular \$1.00 Aluminum Sale. State your requirements and ask for prices.

Aluminum Products Company
LA GRANGE, ILLINOIS

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths
Established 1869

Order Thru Your Jobber
If your jobber does not handle—write direct

Silver Lake Co.
Newtonville, Mass.

A Bright Spot For Sales



Every home needs light—here's the light that everybody likes. "Lights with a common match." A scratch and it's lit—a demonstration and it's sold.

NULITE Match-Lite Lamp

Get our introductory sales offer. We pay for the first ad in your home newspaper and supply electrotypes of additional ads free.

Write your jobber

NATIONAL STAMPING & ELECTRIC WORKS

CHICAGO

U. S. A.

EYELET TOOL COMPANY

EST. 1858

Makers of Punches and Sets, (plier drive and foot power) for Leather, Cloth, and Metal, accessories, Tubes and Dies, Eyelets, etc. Write Jobber. If not in our Booklet let us make it.

BOSTON 27, MASS.

You Can Make Your Store the Roller Skate Headquarters

BROWNIE SKATES and the Selling Helps we furnish free will do it.

It pays to cultivate the children's trade.

Just drop us a card and mention your favorite jobber.

F. D. KEES MFG. CO.
Dept. 60 Beatrice, Nebraska

THE GILLETTE ELECTRIC CLIPPER

It Grooms
It Clips
It Shears

No Work

No Fuss

Saves Time
Saves Money

A machine that can be used for grooming horses and mules as well as for clipping them—a simple machine that operates by electricity—no work—no fuss. A man can groom half a dozen horses with the Gillette Electric Machine while he is doing one by hand. Operates from any electric lamp socket.

GILLETTE CLIPPING MACHINE CO.
129-131 W. 31st St. New York City.



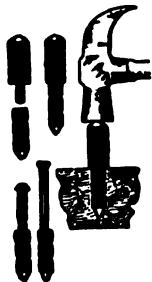
YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives **JUST THE SERVICE** you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.

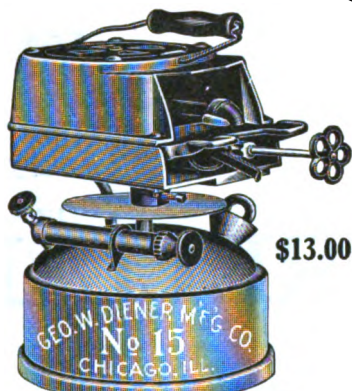
THE STINE SCREW HOLES



THE ONLY SCREW HOLES IN THE WORLD

Manufactured by
**THE STINE
SCREW HOLES
CO:**

Waterbury, Conn.



\$13.00

For 21 Years!!

our furnaces have been standard for heat, durability and efficiency. No. 15 offers the utmost in quality and in profit to dealers. Write today for complete catalog No. 21 of torches and furnaces.

GEO. W. DIENER MFG. CO.
418 Monticello Avenue
Dept. 8 CHICAGO, ILL.

SPECO

For Good Soldering

Flux	Paste
Acid	Salts
Oil	Sticks
Solid Sal Ammoniac	

Write today, mentioning your favorite jobber.

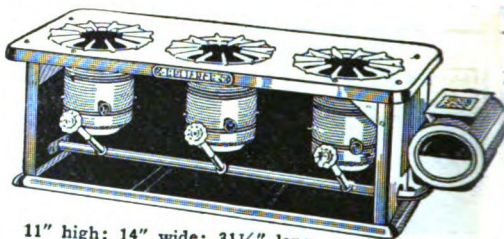
SPECIAL CHEMICALS COMPANY
HIGHLAND PARK, ILL.

THE ONLY TATE'S

COMMON SENSE AS-
SORTMENT OF SPOOL
WIRE for the Automobile and
Household Trade. All salable
numbers. Send for circular.

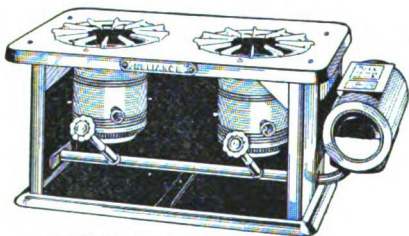
E. H. TATE
MOP AND CORDAGE CO.
BOSTON, MASS.

Lower
Prices



11" high; 14" wide; 31½" long

RELIANCE WICKLESS OIL STOVE



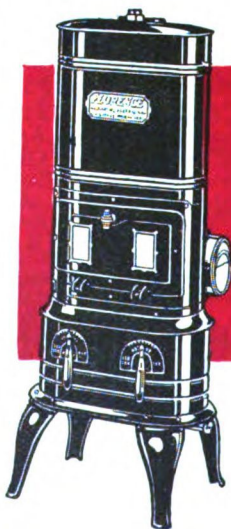
11" high; 14" wide; 22" long

A high-class wickless oil stove at a most moderate price. Intense blue-flame heat close to the cooking. Powerful burners. Pipe connections electrically welded. Strong, enclosed frame finished in bright black enamel. Brass finished oil reservoir with unbreakable end; visible oil supply. High shelf and base can be furnished. Made in 1, 2 and 3 burner sizes.



FLORENCE Portable Oven

Improved latch, hinges and door keep all heat inside. Asbestos-interlined; welded grates; glass door; double heat spreader prevents burning on bottom. For use on any oil, gas or gasoline stove. No. 29-22, two-burner. Height, 18½"; depth, 13"; width, 21½"; weight, crated, 30 lbs. No. 19-22, one-burner.



FLORENCE Tank Water Heater

Burns kerosene; two powerful Florence burners. Twenty-eight feet copper coils; exclusive, patented "water leg" casting preheats water and prevents condensation. No. 22-20, 38" high; floor space, 17" x 17"; weight, crated, 77 lbs.

Cast Iron LAMP STOVES

Union, 1, 2, 3 burners; Model, 1, 2 burners. Brass wick tubes; 4 in. flat wicks.



CENTRAL OIL & GAS STOVE CO., 360 School St., Gardner, Mass.
Makers of the Famous FLORENCE Oil Cook Stove

Ja 12 '22 S

Good Hardware

JANUARY, 1922

\$1.00 A YEAR



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK

Forming 14 and 20
175 2000 2000

44 West 50th St.

Columbia Rope Co.,
S. Darling St.,
New York City.

September 12, 1971.

Cont. Essay:-

We believe you should know that six inch Columbia tape-recorded voice
tapes tell you how proven infinitely stronger than a sixteen inch square
timber of seasoned Oregon pine. And this is how it was put to the ultimate
test.

During the strenuous night firing December 27 and 28, standard echomeres were tossed in the rear of the ship's stern, an eighty-mile gale tearing down the coast, and the "Americas" and "New France" were battling with the open sea off Point Judith, R. I., for the passage. Three high-minded dyed-in-the-wool patriots. The patriots were ex-republicans B. L. & Hill and B. V.

In the day of the night the heavy seed was the over large party filled the partitions, while the general the seed here in their own party a few rapped and strangled in the windows and the party followed. In the old one, alternately ergonism and old time then, formed a one of the three team to rescue himself by running to part. "High serious" and "Horse" were left with the three partitions.

Heaven began to snap like overcast violin strings. "Merless," a "Type-named" boat, had feet. A thousand-line image and the statue took square leaving timbers panted in a... after a... and snap! I as... with tender-voiced. The old line "The...-named" however... alarmed. The released pattern... blundered off at an... speed. The... and... dispatched her last... to... to... the... on... both... remaining... feet... her... however.

The eighth mile pole made a plaything of the powerful "beer can" toss. The boys took the beer can and threw it at the pole, sometimes hitting bearing up road a line from "beer can." The old man "saw-sawed" however, saw the ball and to prevent return the poleman who hit the bearing the wire too through the teeth of the riding cone when it turned the pole line for the toe to follow the arrow around where a cone and the poleman saw the bearing and took bearing and safety. The poleman p... the bearing on the poleman's hand was seen. And the "beer-can" however, it was so small.

Permit us to borrow a phrase from your "Education 'Yes" cartoonist and say that "if on you've always used Education and you find it's served your needs--KEEP IT!! (I KNOW!!)"

Very truly yours,

14-00000

Wherever used, on land or sea, it is Guaranteed. DEALERS—ask your jobber for the *Columbian Tape-Marked* brand

Branches:— New York — Chicago — Boston — Houston — Baltimore

Why Has Good Hardware Jumped from 12⁵/₈ Pages of Advertising to 81 Pages in One Year?

There are just four reasons for this unusual record:

FIRST—GOOD HARDWARE reaches every hardware dealer and jobber in the United States, general stores selling hardware, and the department stores selling house furnishings, hardware and toys.

SECOND—The editorial quality of GOOD HARDWARE makes it widely read and followed.

THIRD—It brings returns for advertisers. And

FOURTH—Its rate for 45,000 monthly is about the same as that of other publications reaching less than 20,000 stores.

GOOD HARDWARE

Butterick Building New York

Publishing Monthly by
The Trade Division of
The Butterick Publishing Co.



Advertising Growth
GOOD HARDWARE
1921 - 1922

JAN.
12⁵/₈
pages

APRIL
33
pages

JULY
48¹/₄
pages

OCT.
67¹/₂
pages

JAN.
81
pages

The Most and the Best For Your Money

MR. JAMES C. SHAW, of the Chicago Solder Co., being a good business man, spends his firm's money judiciously where he knows he can buy the best for the least money.

About a year and a half ago he decided that spending money on advertising space in **GOOD HARDWARE** was a good investment.

That investment brought almost immediate results. Experience soon showed Mr. Shaw's judgment in deciding to reach every hardware merchant in the country through **GOOD HARDWARE** to be sound. He began to get returns.

So Mr. Shaw kept the advertising of the Chicago Solder Co. in **GOOD HARDWARE** and it has never been out of an issue. He says, "this publication gives us maximum publicity at minimum cost."

Perhaps that is just the sort of medium you are looking for. If so, let us send you information about

GOOD HARDWARE

Published Monthly by the Trade Division

THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK

"--gives us maximum publicity
at minimum cost,"
writes Mr. Shaw

CHICAGO SOLDER COMPANY
KESTER SELF-FLUXING WIRE SOLDER

MANUFACTURERS OF
CANNING MACHINERY
GENERAL OFFICE AND FACTORY
4201 WRIGHTWOOD AVENUE
CHICAGO

November 21, 1921.

Good Hardware,
Butterick Bldg.,
New York City.

Gentlemen:-

About a year and one-half ago, Good Hardware was called to our attention as an advertising medium and we must admit that there was but little persuasion used in securing our contract.

While we are not large space buyers, we have appeared in every issue. From the inquiries received both in number and in quality, we are convinced that Good Hardware has the necessary reader interest. Blanketing the field as it does, we believe that this publication gives us maximum publicity at minimum cost.

We note in your November issue a chart "Advertising Growth of Good Hardware" and feel that it is only right that we compliment you on the record made.

Wishing you still further success, we beg to

remain

Yours very truly,

CHICAGO SOLDER COMPANY.

By *James Shaw*

JCS:AC.



TELEPHONES
BELMONT 1801-1808

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A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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Copyright 1921 by Leonard Tingle

LEONARD TINGLE, *Business Manager* J. W. GREENBERG, *Editor*
Butterick Building, New York

GEORGE H. LEIGH, *Eastern Manager* EDMUND CARRINGTON, *Western Manager*
709—6th Ave., New York Mailers Building, Chicago
J. A. TOWNSEND, *Pacific Coast Manager*
Hobart Building, San Francisco

NOW, FOR 1922

FIGURE your inventory and replenish your stock of PYREX promptly.

The demand for genuine PYREX has always exceeded production.

Stable Prices	}	MEAN PROFIT
Quick Turnover		
Complete Stocks		

With the 50 new designs, there are now 100 shapes and sizes.

New 1922 prices are back to the 1918 standards, *and will not be changed throughout the year.*

PYREX

Transparent Ovenware

Pyrex Sales Division

Corning Glass Works

Originators and Patentees of Transparent Ovenware

703 Tloga Avenue

Corning, N. Y.



GOOD HARDWARE

**THE NATIONAL MAGAZINE
OF THE HARDWARE TRADE**

VOL. 3

JANUARY, 1922

No. 4

Learning the Four C's in the Merchandising of Juvenile Vehicles

A summary of actual sales methods that have convinced the hardware merchant that children's wheeled playthings can be made all year 'round sellers.

By Wm. L. Diemer

JUVENILE Vehicles are rapidly being recognized by hardware dealers as standard year 'round sellers with a logical place in the hardware store. Those dealers who have sold wheel goods consistently know that they rank high in respect to quick turn-over and in aiding the reduction of overhead.

Moreover the underlying principles in merchandising them are the same as are applied to any other class of stock. However, a consideration of these ideas with some tried and tested sales methods, used in the marketing of juvenile vehicles, might be of practical assistance to the dealer who wants to expand this line.



An attractive toy window with a children's appeal that ties up with Children's Welfare Week. Varied colors attract the child and hold its attention.

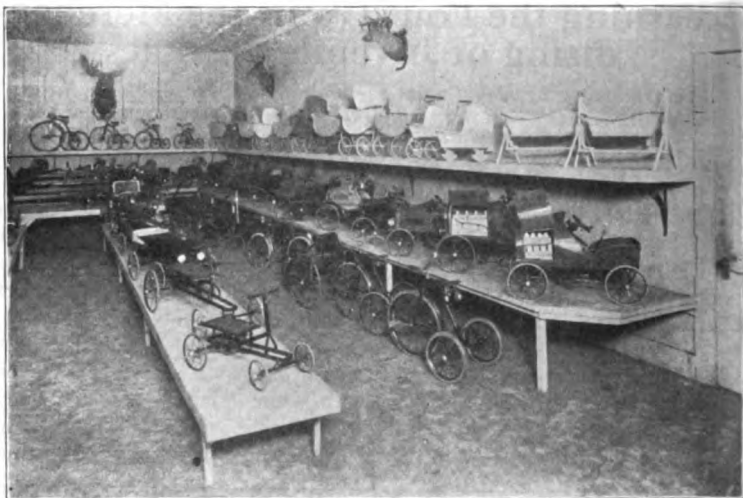
If you want your stock of coaster wagons, velocipedes, juvenile automobiles, tricycles and doll carriages to become a constant source of revenue, these are the fundamentals to build on:

1. Careful buying.
2. Consistent advertising.
3. Competent salespeople.
4. Clever sales stunts.

This is a fair merchandising quartet for any line of goods, but there are just enough differences

vehicles ought to predominate. This may seem an unimportant point to emphasize, but the proper stock must be bought before sales effort can be made most effective. Some dealers confuse high-grade products with high prices, when their customers cannot afford peak prices.

Most dealers today realize the importance of advertising as a sales-aid. The regular use of space in the local newspapers, to-



A toy in the hand is worth two on the shelf. Even the smallest children can reach floor displays.

between vehicles and other playthings for children to make the sales problem specific in some of its phases.

First of all, the dealer must use care and judgment in buying his line. This means that he must study the needs or wants of his community, and make his purchases accordingly. If his customers can afford to buy only the least expensive vehicles, then that is the kind of stock. Should the majority of his customers prefer quality goods, then the high-grade

vehicles ought to predominate. This may seem an unimportant point to emphasize, but the proper stock must be bought before sales effort can be made most effective. Some dealers confuse high-grade products with high prices, when their customers cannot afford peak prices. Most dealers today realize the importance of advertising as a sales-aid. The regular use of space in the local newspapers, together with direct letters to customers or special lists, has been found valuable by successful dealers in juvenile vehicles. The health-giving, muscle-building appeal almost always meets with a response from the parents, while the children—well, what kid doesn't long to own a plaything on wheels? In this connection, window and floor displays, such as are illustrated, do wonders to increase sales of wheel goods. When the child can actually come in and

(Continued on page 58)



Against this white panel are hung towel-rods, soap-dishes, paper-holders and other bathroom fixtures with good display results

Good Way to Display Bath-Room Fixtures

AN effective device for displaying bathroom fixtures is used by the Willard Hardware Company of Chatham, Ont. The whole arrangement is home-made and takes the form of a wooden background about the size of an ordinary screen door.

Light lumber is used for the inside panel which is framed with a heavier outside strip about four inches wide, mitred at the corners and attached to the panel. The inside panel is painted white, and the frame black. The workmanship is neat throughout, and the panel piece designed to please the eye.

Against this white panel, towel rods, soap dishes, toilet paper holders and other bathroom accessories are affixed, giving the idea of how they would appear in the bathroom itself.

The white background makes the different pieces stand out, and with

the display placed in the window the color effect readily attracts the eye. When not used in the shop window the display is accorded a favorable position on the shop floor and ranks top position as a silent salesman.

This Window Display Sold Electrical Goods

IN order to keep up their incandescent light sales, the Sell-Atkins Company of Pittsburg, Kans., features lamps all through the year. One of their recent window displays, showing a local church completely lighted with Mazda lamps, not only gave them an opportunity to show percolators, electric irons and vacuum cleaners also, but made an indelible impression on the shopper that will not be wiped out for a long time to come.

The building shown in the window was an exact reproduction of the Christian Church in Pittsburg and attracted much attention through its realism. There was plenty of room for electric fixtures in this window, and Sell-Atkins were able to credit at least two sales of electric fixtures, amounting to \$150.00, directly to this display.

They Also Serve

Two men thrown together at a horse show were discussing their adventures with the equine tribe.

"A horse ran away with me once and I wasn't out for two months," remarked the man with the Trilby hat.

"That's nothing!" replied the man with the bowler. "I ran away with a horse once, and I wasn't out for two years!"

My First Jack Knife

By WILLIAM LUDLUM



ERHAPS I wasn't more than five
When father gave to me
A little gift that, though soon lost,
Still lives in memory.

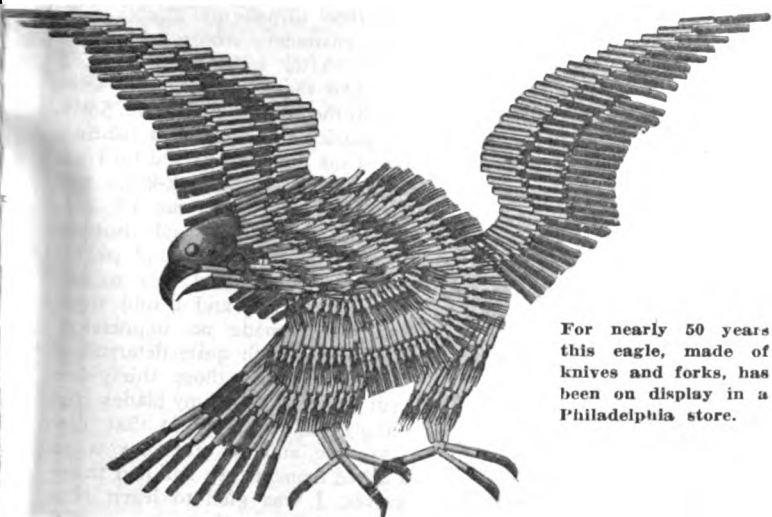
Full many a good and perfect gift
Has blessed me all through life,
But I remember best of all—
My first jack knife.

It was a crude and rough affair
With but a single blade
Yet, to my eyes, it seemed by far
The finest ever made.
I was the proudest boy in town,
With joy was running rife
When, sad to say, I parted from—
My first jack knife.

I had it when I left the house
And, as all children will,
I romped about without a care
Until I'd had my fill,
And then, beside a willow tree,
I paused to make a fife
Like brother made, but could not find—
My first jack knife.

I never shall forget the grief
That pierced my bursting heart;
I was too young to realize—
That boys and knives must part;
And supperless I went to bed,
My little brain a-strife,
It seemed—I could not live without—
My first jack knife.

Since then I've had, of knives, a score,
Of pearl and ebony;
With blades the finest ever made
By arts of cutlery;
But I'd swop every one of them,
(At times I'd swop my wife)
To hold once more within my hand—
My first jack knife.



For nearly 50 years this eagle, made of knives and forks, has been on display in a Philadelphia store.

Has Cutlery Enough Room on the Hardware Merchant's Map?

Do your customers know that a hardware store is the right place to go for that knife, razor or pair of shears? It will pay you to convince them that it is.

By A. H. Van Voris

“**A** NY scissors to grind?”

The other day this familiar song of an old scissors grinder, intermingled with the clanging of his bell, as he slowly made his way along the street, recalled to my mind a very excellent article which I read in this publication a few weeks ago on how a certain cutlery specialist sold his merchandise out in Cleveland.

That was a fine article and I have just read it over again, so it is fresh in my mind (I keep a file of the back numbers of **GOOD HARDWARE**, for their handy size and instructive contents make them a ready reference on many an occasion).

However, I was impressed by

the fact that not all of us hardware men are in the enviable position of that Cleveland merchant inasmuch as our hardware stocks are so varied that we cannot develop ourselves as specialists in this one line, and yet it is a splendid one to push.

For instance, without looking it

up in some knife catalog, how many of us can tell how a pocket knife is made—all of its component parts, and just how it is put together? Yet our Cleveland friend knew and could do all of these things. I do not take this as a discouraging feature, however.

All of us can study cutlery to a certain extent, stock a sufficient assortment which we can display and advertise so that our customers will come to recognize a hardware store as a place where they can depend on a square deal, and a good cutting edge.

Now, let's see, who wants a pocket knife?

To turn back to the memory of my own boyhood, I think that a pocket knife was the one coveted possession of my early youth, just preceding the realization of another boyish ideal—a dollar watch (it used to be a dollar in those days). So I think we're safe in saying that every boy wants a pocket knife.

The other day I hired a couple of youngsters to distribute some hand bills about town, and for the little job I gave them each a half dollar. I handed over the money

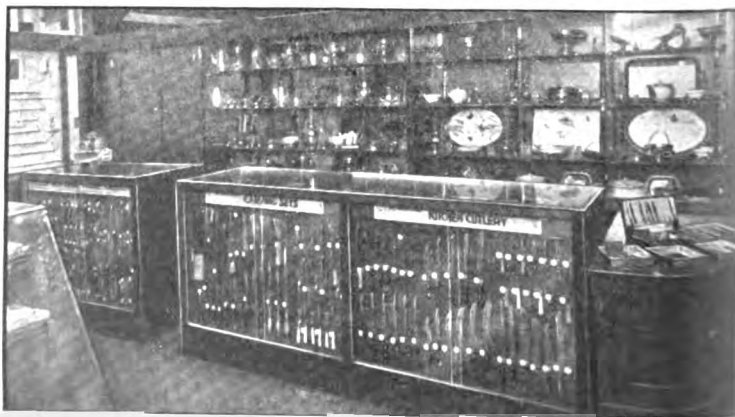
and then turned my attention to some customers who were in the store. After waiting on them, I observed that the two boys were still in the store, but thought nothing particularly of it until Johnny called me down front and told me he wanted to buy a jack-knife and that his brother Tommie did, too. I knew the family and though perhaps his mother would prefer to have them bring this money home to save it and I told them so, but it made no impression. They were both quite determined to own one of those thirty-five cent knives. The shiny blades just simply couldn't stay in that display case, and the other day when I asked them if they still had those knives, I was glad to learn that they hadn't lost them . . . yet.

Now, isn't that like a boy?

Every boy wants a pocket knife, and if he can earn the money to buy it, he's the proudest youngster in the world.

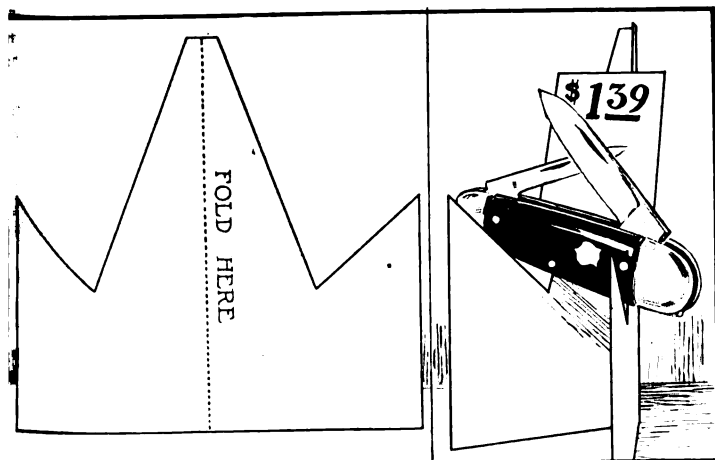
Most men want a pocket knife, too.

Take yourself, for instance, Mr. Hardware Man. How about the personal attachment to that pocket knife of your own? Just wait



til you misplace it some day (I hope you never do, or, that you won't find it again), but if you do, I'll wager it won't be half an hour before you put your hand in your pocket for that knife to

and when a customer wants to know what we mean by a guarantee on a pocket knife, we tell him that *he* is to be the judge, and if the blade does not hold its edge from being too soft, too hard or



A piece of cardboard cut and folded according to the sketch above makes a good pocket-knife display rack. Easy to construct as well as serviceable.

cut a piece of cord or to perform some other familiar task.

Then what a wretched feeling! The old friend of long standing is gone, and a brand new one from the case won't exactly take its place, until the new one has become a part of your personal possessions, along with your bunch of keys, your purse, your bill-fold and your watch. This matter of intimate personal ownership places the pocket knife amongst the valuable possessions of almost every man.

We have long made it a practice to sell only *good* pocket knives and by "good," I mean only those which we can guarantee and stand behind this guarantee. This statement, of course, must not be construed to include the inexpensive pocket knives which we carry in stock for the boys' "first knife." We sell three well known makes

from having a concealed flaw in it he gets a new knife without fail.

Occasionally, a misguided customer will return a knife with the big blade snapped off short and no sign of a flaw—very evidently the result of prying, but we try to show all of them that our heart is in the right place and a square deal on our part generally brings them back for other items, so it doesn't pay to be too particular as to the cause of such mishaps with cutlery.

We have found, too, that the manufacturers with whom we deal are 100 per cent behind us in our replacements, so everyone is happy all the way 'round.

What are some of the ways in which we can work up a good, substantial cutlery business?

Although there is no magical means to this end, we can do much

(Continued on page 66)

EDITORIALS

What Is the Right Size?

There has always been more or less agitation for a standardization of the size of magazines—especially trade publications.

The discussion naturally turns upon the one question—what is the BEST size for a trade paper? So far, no one has answered it to the complete satisfaction of everybody concerned. So each publisher continues to get his paper out in the size that he thinks is right.

Until recently these arguments were chiefly upon the 8 by 10 inch page as compared with the 9 by 11 or 10 by 12. Within the last few years the little 5 by 8 inch magazine has jumped into the limelight. GOOD HARDWARE is that size. It slips into the pocket. It is easy to hold and easy to read. Nearly every new trade publication in the last two years has adopted this size page. It looks as though a new standard size magazine had been established, and a very sensible standard at that.

Why Stock Means Business

Last February GOOD HARDWARE printed an editorial entitled "It's the store that has the stock that gets the business." By request we are repeating it. The truth and sound business sense of this article apply today as they did a year ago. It read: "It is inevitable that the

prices on some lines of merchandise will come down. There has been a downward revision already on some goods. The prices on some other lines will not feel the effect of lower costs for some months. But the gradual easing off of prices is inevitable and, in most instances, desirable.

"That means careful buying for immediate needs. But it is as dangerous for a merchant to let his stock get too low as it is to overload.

"No profit is made until sale is made. And you can make the sale unless you have the goods. Keep your stock up by ordering frequently. You will turn your stock more frequently than if you load up your shelves, and you consequently make more money.

"Don't let your stock run down to a point where you have to tell people that you are 'sorry but we're just out of that.'

"A lost sale is a lost profit."

Where the Danger Lies

There is another side to this question. Suppose you do very little buying for a month or a couple of months. You are selling goods all the time, and offhand a person might say that it was good business to cut down the amount of stock on hand.

But here is the danger. Naturally, the things you sell are the goods in steady demand—the articles on which you get

quick turnover. Unless you replace this merchandise, your stock becomes overbalanced with the slower moving lines. This automatically slows up sales and cuts down the volume of business. If carried to excess, it will put almost any stock of goods in a most unhealthy state.

Keep up your stock on the lines that move out quickly. Use these lines to sell the other stuff. You must have what people want or you cannot sell the things that you yourself would like to get rid of.

It's Got to Be Sold

We have all heard the old saw to the effect that goods well

bought are half sold. There may be some truth in it, but it has led a lot of folks astray. It's a hangover from the old days, when the primary requisite of a good merchant was the ability to haggle and to get an "inside" price.

We all know that the big thing today is selling and not buying. Who makes the big money—the purchasing agent or the star salesman? The man who sells the goods!

Of course, a man has to know values. He has to get a decent price so that he, in turn, can make a fair price to his customers.

But what we need today is strong selling. The goods come into the store and you don't make a profit until they go out. Furthermore, you don't make ALL your profit until the last one of the dozen is sold.

Turnover is the thing that makes money these days for merchants. And nearly every successful merchant we know of pays particular attention to the

selling end of his business. He is constantly devising new ways of bringing more people into his store and new plans to get more business from those who already are his customers. By being a seller rather than a buyer he increases the volume of business done at the same overhead. He therefore reduces his cost of doing business and he makes more money than if he spent his time in trying to shade his present purchasing prices.

Everybody Wins

"Every man worthy of participation in an industry owes a

portion of his time to the development of that industry."

This quotation is credited to Theodore Roosevelt. He was always a great believer in co-operation—not the empty moral sort, but the active, practical kind of mutual help that is fostered by many of our trade associations.

The season of hardware conventions is upon us. Time is precious and traveling expenses are high. There is going to be some careful consideration of costs this year by those who previously attended their state convention as a matter of course.

Go, anyway. You owe it not only to the business you are in, but to yourself. If you aren't a member of any association, join and get together with the men who are up against the same problems that you are trying to solve. There is something wrong with any man who cannot get enough practical benefit from a convention of hardware men to more than pay him for his time and expense.

How to Simplify the Remodeling of Your Hardware Store

Being practical examples of the various ways in which useless labor and worry can be saved after you have decided that the old place needs a little dressing up.

By R. H. Heller

STEVE SELLEM, representing the Whozis Wholesale Hardware Company, quickened his step, threw away his cigarette and walked briskly into the local hardware store. The clerk left his comfortable position behind the nail counter and came forward to meet Steve, whose regular visits were always welcome.

"The boss is out—just stepped down to the bank. He'll be back in a few minutes," he informed the salesman.

"I assumed as much, or you would be acting as chauffeur to that broom you've got behind the counter there!" answered Steve, with the familiarity of long acquaintance.

"I was just gettin' ready to sweep up when you came in," returned the clerk. "I have to do everything

around here. Can't get the blamed delivery boy to do a darn thing."

He leaned against a fly-specked show case and waved a languid hand about the establishment. "I do the best I can," he said, "but it's pretty hard to get any results from a dump like this."

PRELIMINARY STEPS IN REMODELING A STORE

1. **Get Co-operation of Store Force**
 - A. By store meetings
 - B. By question box
 - C. By personal discussion
2. **Plan Rearrangement of Store**
 - A. Study other hardware stores
 - B. Departmentalize the store
 - C. Classify stock in each department
 - D. Decide on methods of sampling, stocking and pricing
3. **Plan Installation of New Fixtures**
 - A. Divide store into sections
 - B. Plan method of remodeling each section
 - C. Plan sequence of work on each section
4. **Select and order New Fixtures**
 - A. Decide on kind of fixtures
 1. Manufactured
 2. Home-made
 - B. Decide on material of fixtures
 - C. Decide on finish of fixtures
5. **Engage Extra Help**
 - A. Truckers (if necessary)
 - B. Carpenters, painters and electricians
 - C. Extra help for sampling
6. **Receive and Unpack Fixtures**



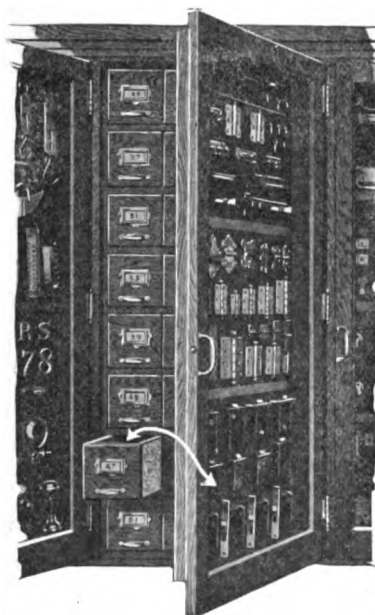
Photo from Duluth Show Case Co.

Two views of a transformed store: The stoves were first moved to a low platform in the back, where they remained in sight but did not obstruct the other merchandise.



Photo from Duluth Show Case Co.

The best showcase was next set directly in front and filled with attractive goods. The other cases were ranged behind this. Later, new cases and cabinets displaced the old ones.



Each sample on the panel is numbered to correspond with the number of the drawer in which the article is kept.

"Why, I thought you had a rather good layout in this store," remarked Steve. "The fixtures must have cost a lot of money when they were new."

The clerk moved toward the front of the store and gazed moodily through the remaining fragments of a decalcomania sign on the glass of the door.

"Naw," he said, with the confidence of absolute ignorance, "there ain't a stick in the place that I'd keep. If I owned this store I'd fire out every bit of this junk and put in all new fixtures. I'd make a modern store out of it!"

"But it's no use," he added, "You couldn't get the boss to spend a nickel for a brand new store. I can't even get him to throw out that old nail counter. He hangs on to it like it was his grandmother's coffin—it's old enough for that, anyway!"

"Well, the nail counter is pretty bad" agreed Steve, "but the show cases are good. A little varnish on the wood work and some soap and water on the glass, and they'd look like new. Why don't you open up a can of quick-drying varnish and slick up the better-looking fixtures and show cases? Then the nail counter and the other old-timers will look so bad by comparison that the boss will be glad to replace them with new ones."

"Say, that's a good idea!" said the clerk. "I guess I'll try it."

In this latter suggestion Steve had hit upon the first and most necessary step in the modernizing of a hardware store, namely the getting of the store's personnel to approve the change, and anxious to help in the job.

Many a hardware merchant has recognized his need of new store fixtures, but has put off taking the step that is so essential to increasing his business. The dread of the awful confusion that can be brought about by clerks who are ignorant of the use and reason for new fixtures, even indifferent or prejudiced against them, has prevented him from buying new equipment for his store.

Therefore, after it has been decided to remodel, it is important to make sure that the store force is in accord with the idea and is willing to work in order that it may be carried out. Take them into your confidence and invite suggestions for carrying out the plan. You get some surprisingly good ones.

To be taken into consideration first are two plans which should be prepared at this time. A plan for the proposed rearrangement of the store and a plan covering the method of installing the new fixtures.

In planning the new store layout, the ideal to be striven for is

store with all classes of merchandise segregated into departments and with all items in each department properly classified. The relative importance of a department should determine its position in the store.

Thus cutlery, silverware and fancy goods are most frequently placed in the front of the store, generally in a horseshoe, show case arrangement. The attractiveness and high percentage of sales through the display of this class of merchandise justify their prominent position in the store.

Tools, because of their attractiveness and their display-ability (if the word may be used) should be placed also in the front of the store, generally in wall cases.

The plan for installing the fixtures should cover the entire oper-

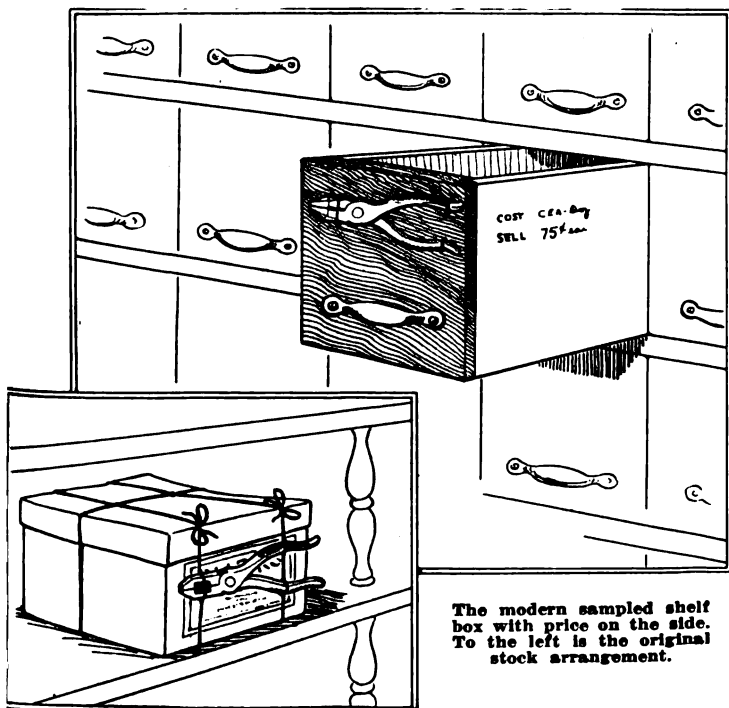
ation from the time the new fixtures are received until the complete rearrangement is made.

In cases where a new storeroom is to be equipped, or where space is being largely expanded by new construction, the problem is simplified as all new equipment can be installed before beginning to move the stock.

The work is harder as a rule when new fixtures must be installed in the store while business is going on, but by dividing the store into sections even this can be done successfully and without trouble.

Not until after both of the above plans are made should the fixtures be ordered. *Know* what you are going to do with the fixtures when they arrive and a great deal of the

(Continued on page 48)



The modern sampled shelf box with price on the side. To the left is the original stock arrangement.



**\$100 in Prizes for the Best Titles
To This Picture**

Send Your Answer in Today

Another Hundred Easy Dollars to Be Picked Off the Contest Tree

Good Hardware starts another contest in this issue—a funny picture that just cries aloud for a title from the fertile brains of any hardware merchant, jobber or clerk.

IN this issue, **GOOD HARDWARE** starts another one of those popular picture contests for the benefit of the hardware merchant, jobber, clerk, or members of his or her respective families, who want to make some easy money and have a little fun while they do it.

One hundred dollars in prizes will be given away to the persons who send in the most appropriate titles to the picture on the opposite page.

There is a total of nineteen prizes. The first one, \$50.00 in cash, will go to the man, woman or child who writes the cleverest answer of all, to be selected from the whole raft of titles submitted by competent judges.

The second prize will be twenty

dollars; the third, ten dollars; the fourth, five dollars; and fifteen other prizes of one dollar each.

Be sure and take the magazine home with you (that's easy to do because it fits right into your coat pocket) and give your wife and children the same golden opportunity that you've been given to pull down the glistening berries.

The comparatively small amount of head work required to pick an appropriate title to the picture will leave no traces of strain on the gray matter which circulates among the hardware trade, so push your mental spectacles about half-way back on your forehead, draw in a lungfull of inspiration and exhale a nice, clever title for us.

Conditions of Prize Contest

1. The contest is open to all Hardware Merchants, Jobbers, Salesmen, Clerks and to members of their immediate families.

2. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address. Nothing else. Do not write a letter.

3. No title may contain more than 12 words. Contributions longer than this cannot be considered. *Each title submitted must be on a separate sheet of paper.*

4. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.

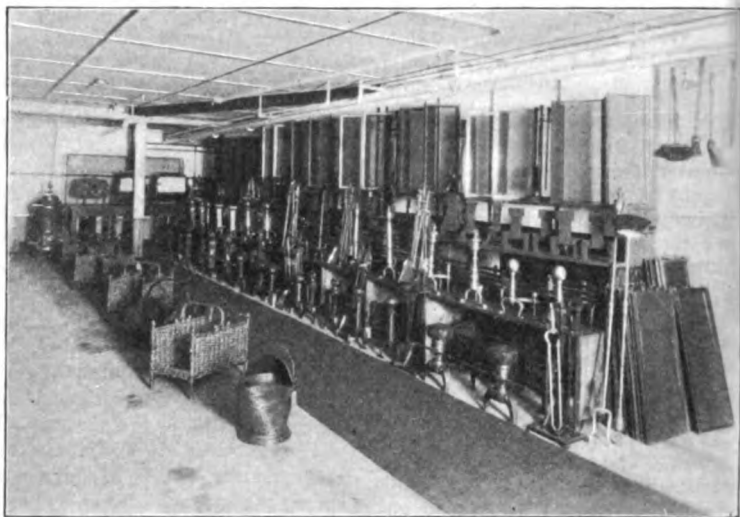
5. The contest closes at midnight of March 20, 1922. (Eastern time).

6. The judges will consist of the editors of **GOOD HARDWARE**, **ADVENTURE** and **THE DESIGNER**.

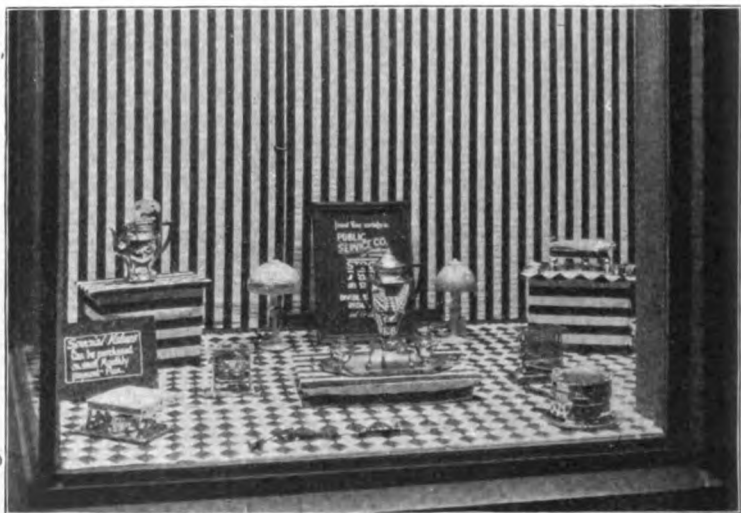
7. If two or more persons send in the same winning title, each will receive the same award.

8. The winners will be announced in **GOOD HARDWARE** as soon as possible after the closing of the contest. Send answers to Contest Editor, **GOOD HARDWARE**. The address appears on page 1.

Goods That Will Sell



Right now is a good time to display fire screens, coal baskets and andirons. They appeal to the home and fireside lover, and practically everybody is that in winter.

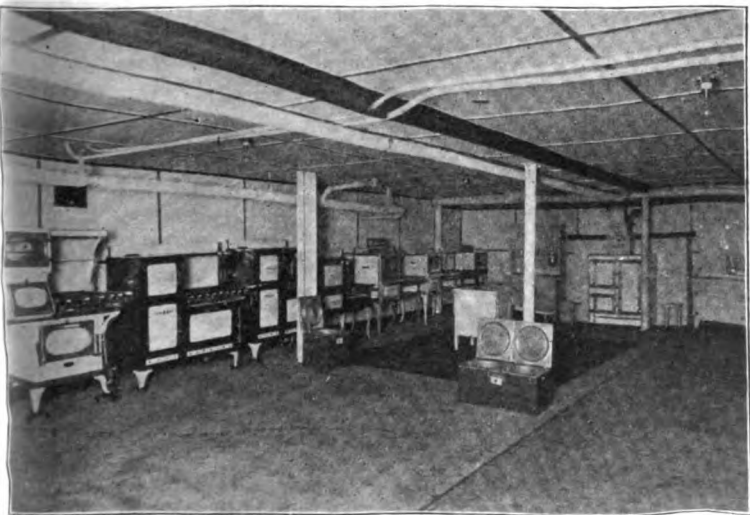


An attractive display of electrical goods, with a striped background to contrast with the nickel ware, will interest during months when toasters, lamps and heaters are necessities.

ll Through the Winter



A good way in which to suggest sleds, skates and other winter sporting goods is this window of imitation snow with dolls carrying the life-size toys.



An adequate stove line is a business booster for the period when the housewife is more interested in the kitchen than any other portion of the home.

Inventory Days

The Clerk Speaks:

Say, who invented Taking Stock?
Bet he did it just to mock

Us petty clerks, at eighteen dollars :—
Liked to see us wilt our collars ;

Liked to make us bruise our legs
Shifting iron nails, in kegs ;

Laughed to hear us slaving dolts
Counting endless nuts and bolts.

Let 'em laugh. My hard-earned dough
Soon will set *me* up. Then, bo,

Watch me hire a pea-green clerk
And make *him* do the dirty work!

—D. G. A.





The Wages of Sin

"Bredren!" exclaimed the preacher, as he came across a portion of his flock engaged in pursuing the goddess of chance. 'don' you' all know it's wrong to shoot craps?"

"Yas, pahson," admitted one parishioner sadly, "an' b'lieve me, Ah's payin' fo' mah sins."—
The American Legion Weekly.

Male Shopper—My wife sent me for some filet.

Clerk—For yourself or for her?

Male Shopper—What difference does that make?

Clerk—If it's for yourself, it's beef; if it's for her, it's lace.—
Judge.

*Step up and you step on, but
step down and you step out.*

Not Readily Acquired

A dignified bishop once heard three peddlers engaged in a blasphemous debate. Intending to rebuke them, he asked:

"My good men, where did you learn to swear like that?"

"Lord love you, guv'nor," replied one, slapping him on the shoulder, "ye can't learn it; it's a gift."

Poor Advertising

He—You know I could die dancing with you.

She—If it weren't for the publicity, I wish you would.—Sun Dodger.

So to Speak

"She was married to a Duke in Europe."

"Did her father go across?"

"No; and he didn't come across either."—Louisville Courier-Journal.

A New Yorker was spending a night at a "hotel" in a Southern town, and told the colored porter that he wanted to be called early.

The porter replied: "Say, boss, I reckon yo' ain't familiar with these heah modern inventions. When yo' wants to be called in de mawnin', all yo' has to do is jest to press de button at de head of yo' bed. Den we comes up and calls you."—Tit-Bits.

*Memory is a fine possession,
but the softest lead-penciled
note is usually more lasting.*

The Browns were at dinner. The second course was brought in, and there was silence, broken only by the sound of knife and fork. Then Brown looked up.

"What is this?" he asked, pointing to the joint.

"The butcher said it was spring lamb," replied Mrs. Brown.

"Yes," grunted Brown. "The butcher was right. I've been chewing one of the springs for the last ten minutes."



Motorist — That's a Hit-O-Meter. Every time I hit something it registers.

Some customers think they are live wires because they get so many things charged. It pays, sometimes, to give them a mild shock.

"Hello, old top! New car?"

"No! Old car, new top."—Lafayette Lyre.

An advertisement from a Siamese newspaper:

"The news of English, we tell the latest. Writ in perfectly style and most earliest. Do a murder get commit we hear and tell of it. Do a mighty chief die, we publish it, and in borders of somber. Staff has each one been college, and writ like the Kipling and the Dickens. We circulate every town and extortionate not for advertisements. Buy it."—The Pioneer (India).

Resignation Accepted

Mr. Assistant—I want to tender my resignation. I—

Mr. Boss—Never mind making it tender. Make it brief.—Cartoons Magazine.

An Experiment Pending

Two powerful colored stevedores, who had had some sort of falling out, engaged in unloading a vessel at a St. Louis dock. Uncomplimentary remarks and warnings of intended violence were exchanged whenever the two passed each other with their trucks.

"You just keep on pesticatin' around wid me," declared one of the men, "an' you is gwine to be able to settle a mighty big question for de sciumtific folks!"

"What question dat?" asked the other.

"Kin de dead speak?"—Harper's Magazine.

Naturally

"Stockings?" said the salesman. "Yes, madame. What number do you wear?"

"Why, two, of course," replied the sweet young thing.



The Under Dog

The man who is never "quite sure," "thinks perhaps," "imagines," "guesses," or "presumes," is no man to trust.

The Clever Comeback

The witness had just been severely reprimanded by the court for having talked insultingly to a policeman—in fact, he had openly called the officer a jack-ass.

"You mean to say that it is a misdemeanor to call a policeman a jackass?" asked the witness.

"It certainly is, at least morally, in the opinion of this court," was the answer.

"Is it any harm to call a jack-ass a policeman?" queried the witness again.

"None whatever," smiled the judge.

As the witness left the courtroom, he turned and said to the policeman:

"Goodbye, policeman!" — St. Joseph News-Press.

I only kissed her on the cheek;
It seemed a simple frolic;
But I was sick in bed a week—
They called it painter's colic.

Wet Wish

Officer—Shall we take him into that undertaker's shop or to the drug store?

Victim (raising his head)—Take me to the drug store first, you darn fool.—Montreal Star.

Old Mammy Mary Persimmons called one day on the village lawyer.

"Well, old lady," he said, "what can I do for you?"

"Ah wants to divo'ce mah husband," said Aunt Mary.

"Divorce your Uncle Bill!" cried the lawyer. "Good gracious, why?"

"Bekase he's done got religion, dat's why," said Aunt Mary, "an' we ain't had a chicken on de table fo' six weeks."

Ethelbert—Who was that new girl I saw you with last night?

Jack—That wasn't a new girl. That was my old girl painted over.



A Window Display

The Strength in Rope

Any rope may have a high initial breaking strength. But Whitlock All-Manila retains its great strength throughout its unusually long, serviceable life—and *that's what counts.*

WHITLOCK CORDAGE
THE UTMOST IN ROPE VALUE

Whitlock All-Manila is the rope that is guaranteed superior in every respect to the U.S. Government Bureau of Standards Specifications, including strength, quality of fiber, and length per pound.

It is not surprising that progressive dealers who carry this rope are building business, for it enables them to guarantee rope satisfaction. You should be one of these dealers.

Write today for our new Catalog describing the complete line of Whitlock Manila and Sisal products.

WHITLOCK CORDAGE COMPANY
46 South Street, New York

Factory and Warehouses
Jersey City, N.J.

Branches
Chicago, Boston, Kansas City
and Houston



Should the Hardware Store Sell Stoves? Here's How Ten Merchants An- swered the Question

A large slice of this business has gone to the furniture and department stores and many dealers are glad to let them have it. Others, however, feel it is an infringement on the legitimate territory of the hardware man. Here are their letters.



QN the question of whether the hardware merchant originally took away a share of the stove and range business from the furniture and department (or general) store or whether it was the other way 'round, we are stumped.' Maybe you know. But to us it seems like the time old conundrum about which came first, the chicken or the egg.

Whoever started it, they're both at it now, and when we started to find out how hardware merchants felt about this business of handling stoves, we got a variety of opinions that would have done credit to a discussion on the Disarmament Conference.

Some dealers said quite emphatically that the stove business was an unprofitable nuisance and that the hardware stores would be well rid of it. Others were equally emphatic in maintaining that it was a splendid line and belonged in the hardware store and nowhere else. Still others contended that it was a necessary evil which must

be retained because of the business it brought in other lines.

And then there was a fourth opinion to the effect that the question of handling stoves depended largely on where the store was situated, in the city or country. Here follow parts of some of the letters which ten successful hardware merchants wrote on the subject:

***Unless Sold at 100% Profit, it is a Losing Game,
says Wilkins Leonard Co.***

"We would say, from the profit derived from the direct sale of stoves in a hardware store, no, it is not profitable. It is only profitable to handle stoves in a hardware store from this angle, that we must handle stoves the same as we handle a great many other things that we could not drop from the hardware line, such as White Lead, Linseed Oil, Barbed Wire and other lines similar that belong to a hardware store.

"You must handle stoves for the same reason as you handle the above goods on account of making your store a real hardware store.

"There is no question about stoves being very expensive to handle. (Unless they are sold at a hundred per cent profit over their costs, it is a losing game.) It does not make any difference whether they are sold in a hardware store or in a furniture store, if money is to be



Promise and Performance

TIRE-PROMISE is easy to make, but tire-performance depends on the make.

Any manufacturer can pledge, but it isn't everyone who can deliver.

We want to appear careful about our claims for HARTFORD TIRES and TUBES, yet it would be unfair to omit any just mention of their accomplishments.

They are fulfilling great things for dealers these days, especially since prices are down so low. It takes a little time for Quality to win every situation, but eventually it does!

Hartford Rubber Works Company
1790 Broadway New York



made on stoves they must bear a 100% margin.

"We could comment at length along this line but would say

that they are not profitable so far as being money makers in a hardware store."

—Wilkins Leonard Hardware Co.

Stoves Belong in the Hardware Store and People Expect to Find Them There—Hamp Williams

"You asked me the question, 'Is the handling of stoves and ranges a profitable business in the hardware stores?' This depends largely upon the store and its management. Stoves and ranges belong to the hardware store and people expect to find them there and, while the profit may seem small, if properly handled it will bring trade to the store for goods upon which there is a greater margin of profit.

"We handle exclusive lines of stoves and ranges whereby competition is more or less minimized. We have always figured that the greater a variety of goods handled the greater the profit with practically the same overhead expense. Instead of cutting out lines we are continually adding them and that is the way we have kept our business growing for twenty-five years beginning with a very small assortment." —Hamp Williams.

We Concentrate on One Line and Enjoy a Very Satisfactory Stove Business—Strong-Barker Hardware Co.

"Until a few years ago nearly all stoves were sold by hardware merchants and I see no good reason why this good department should be allowed to get away from the standard hardware store.

"It is true that the household equipment has been sold largely on the installment plan and most of us are not situated to do business that way. However, the long prices the Installment houses get are easy competition

so far as the price itself goes.

"I believe hardware stores should concentrate on a well-known line of stoves and ranges and advertise and talk that line and at least get the business of their cash customers, also give credit on the payment or contract plan to well known reliable customers. This is our plan and we enjoy a very satisfactory stove business."

—Strong-Barker Hardware Co.

The Average Store Hasn't Room Enough for Stoves, according to Mr. Bassett

"Regarding the sale of stoves and ranges in hardware stores we are of the opinion that it is a matter that will be decided largely by custom and locality. We are under the impression

that in Connecticut it is the exception rather than the rule for hardware stores to handle stoves and ranges. Where they are handled by the hardware dealer, it is usually the case that the



Get This Money-Maker

This year is nationally recognized as the greatest opportunity for making money in poultry ever known. This is due to the fact that poultry and eggs have continued at war peak prices, while all other farm products are 'way down. That means hover sales!

The International is your one best bet for big sales, big profits and continued satisfaction to your customers. We do not say this. Our dealers prove it. For example:

"We have been selling the International Hover for 10 years, and know that there is no hover on the market that can touch it." Allen, Sterling & Lathrop, Portland, Maine.

"We will make a specialty of the International Sanitary Hover this year, and place an order now for fifty. It is the best hover that was ever put on the market." Rortledge Seed & Floral Co., Portland, Oregon.

"We restrict ourselves in the way of hovers to the International Sanitary Hover exclusively. Kindly advise us if you can furnish us with 600 hovers." German Seed & Plant Co., Los Angeles, Calif.

"Our hover business last year amounted to 250, and we always give the International Sanitary

Hover the preference." Crenshaw Bros. Seed Co., Tampa, Florida.

"Kindly book me for one dozen International Hovers. Have used and sold them since they were first put on the market and never heard anything but praise for them." Wm. M. Lynn, Bethlehem, Pa.

From the Pacific to the Atlantic, from Canada to Mexico, poultry raisers by the thousands are adopting the International Sanitary Hover as fast as they know what it is, and what it does.

Based on its record, the International Hover is positively

GUARANTEED TO RAISE BETTER CHICKS, STRONGER CHICKS, AND A HIGHER PERCENTAGE OF CHICKS THAN ANY OTHER BROODING DEVICE MADE.

Over three million poultry raisers are reading International Hover ads in poultry magazines—Country Gentleman, Farmer's Wife, and other National Farm Publications.

The retail price is now reduced to \$13.50. Dealer's discounts are very liberal. The demand for these hovers has far exceeded the supply every season. Write us for dealer's proposition or send your order.

International Sanitary Hover Co. 421 Washington Ave., St. Louis, Mo.

dealer is in one of the smaller towns and has a plumbing department in connection with his regular hardware store. Very few of the dealers, so far as we know, in the larger cities in Connecticut, handle stoves for the reason that they have usually been

handled by the plumbers or furniture dealers. The average hardware store has so little display room at its disposal that it can devote it much better to more profitable merchandise."

—The John E. Bassett & Co.

T. B. Rayl Co. Holds Hardware Stores to Blame for Losing Much of This Business

"Stoves and ranges belong to the hardware store and the hardware man is to blame for the furniture and department stores being headquarters. They have been progressive and have given the customers the benefit of the time payments, which the hardware dealers did not do. There is no such thing as a nuisance in the handling of stoves and ranges.

The hardware man that says stoves and ranges are a nuisance is the man who does not give service to his customers and that's what you must give.

"Stoves and ranges are a big item to the hardware man and he should work to get his share of this business."

—The T. B. Rayl Company

Even the Partners of the Sell-Atkins Co. Split on the Stove Question

"Am not surprised to hear that you get different opinions on the subject you wrote me about on the 13th, for when your letter came in, and we decided to answer it, my partner and I had different opinions. So we agreed on this point, that while the actual selling of stoves in a hardware store is not profitable, it is one of the necessary evils.

"You've got to carry stoves to sell accessories, same as you have to carry bicycles to which you cannot accredit a profit, in order to sell bike tires in which there is a profit.

"But when I see the profit tied

up in a stove standing on the floor from one season to the other, and think of how much that same money would earn turned three or four times in the same time, I would be pleased to be able to discard the stove line.

"A local store which felt as I do, tried it out about four years ago, but they have again put in the line because it is absolutely necessary for a hardware store to carry stoves of all kinds.

"If I had my business to build over again I would not handle coal stoves and ranges."

—John Sell.

Depends on How Near a Big City You Are, says George Howard, Inc.

"Stoves and ranges used to be one of the best paying lines in our business, but of late years their sale has been growing less

and less until we have about decided to give it up. I do not think, however, that this is to be accepted as an indication

that there is no money in the stove business. *far from it*, but rather that changing conditions in our city, owing to its near proximity to New York, have eliminated the necessity of their use. Houses are now almost entirely heated by steam or hot water, including the kitchens, and cooking is done by gas.

"Judging from experience, I would say that the stove bus-

iness is both practical and profitable for all hardware stores situated at a distance from large cities, but is both a nuisance and a money waster for stores either near by or in cities. Between you and me and the cold air box stoves and stove pipes are a *abomination* at any rate of profit and I am glad, for one, that we have outgrown it."

—Geo. Howard, Inc.

Can't See Any Argument Against It, says A. H. Van Voris

"Let me say very positively and definitely that we believe that the hardware store is *the* logical store to handle this merchandise.

"In the first place, there are so many accessories that go with the kitchen range or the parlor heating stove, to be found in the hardware store, that this naturally forms a connection between the actual article in question and the accessory, whatever it may happen to be—fire shovel, coal hod, stove cement, stove polish, stove pipe, elbows, joints,—etc, etc.

"We have worked out a good system regarding setting up stoves; we have made a study of stove repairs for years and have a system of records which enables us to refer to any stove

which we have ever sold; we do not maintain a general repair man and so are not bothered with the petty annoyances attending his services on such odd jobs as cleaning furnaces, taking down stove pipes, etc.

"We find that the profits on this line of merchandise is fair, and we have worked up a good trade in this line of merchandise is fair, and sistent advertising and personal sales system.

"I do not believe that the furniture store is as well fitted to handle stoves and ranges as the hardware store.

"By all means, we feel that stoves and ranges properly belong in the hardware store, and really can't see the argument against this proposition."

—A. H. Van Voris.

The Experience of the Vandervoort Hardware Co.

"In reply to your inquiry as to whether stoves and ranges are a profitable hardware line, would say that stoves and furnaces are just as legitimate and logical a hardware line as nails and paint and up to about 20 years ago were largely handled through hardware channels, but owing to changing conditions and competition the question of

whether it now pays to handle them must be answered by every dealer for himself.

"I believe that practically every country hardware store should handle heating material and could do so profitably, but in many large towns the trade has drifted into furniture stores and installment houses, largely
(Continued on page 76)

Why It Pays to Put Up A Good Front

THE public insists upon judging by appearances. It is all right to say that a man can not be judged by the clothes he wears or a store by its plate-glass windows, but nevertheless the public persists in judging in that way.

The insignificant store front may conceal a fine stock of goods and excellent service, but it is human nature to pass by the dinky little shop in favor of the store that looks both clean and up to date.

Many a merchant thinks he can not afford to put in a modern front when he really can not afford *not* to, because every year the old front costs him enough business to pay for the improvements.

The pictures showing a Connecticut hardware store before and

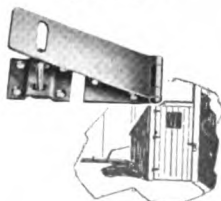
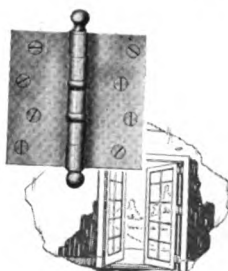
after the front was remodeled give a pretty good idea of what it means to the appearance of a store to bring it up to date. It was not very expensive either. By replacing the crude signs above the windows, by eliminating the junk heap that cluttered up the store front—in short, by getting away from the old country general store appearance, Harrison & Gould accomplished the improvement shown. If those two stores were side by side, competing for the business of the town, which one would a person feel like trading in?



The lower cut shows the way the old store of Harrison & Gould looked before it was remodeled and brought up to date, while the picture above shows its appearance at the present time. The changes were comparatively slight. But what a difference in results!

STANLEY

Wrought Hardware



AS early as possible in the New Year, the progressive dealer will review his shelves and plan replacements of those quick-selling, profit-paying items whose stocks have dwindled.

Stanley Wrought Steel Hardware is universally famous for its rugged dependability, excellent construction, lasting finish and salability. "It keeps buildings young."

Our new Wrought Hardware Catalog is ready now. A request brings it to you.

The STANLEY WORKS
NEW BRITAIN, CONN.



New York
Seattle
Chicago
Los Angeles
San Francisco
Atlanta

Manufacturers of Wrought
Hardware and Carpenters'
Tools.



A man's features and pocketbook just naturally expand when you give him a knife to test out himself.

Live Wire Henry on that Great Salesman, John J. Demonstration

Wherein the stern father pulls a Polonius with "Show 'em how the goods are used" as the text of the sermon.

By Bernard G. Priestley

Illustrated by Tony Sarg



Y DEAR SON:—Ate too much swordfish for dinner, but to show you that the pen is mightier than the swordfish as well as the sword I'm going to get off my next letter.

Who in thunder is the twin of Talk? Let me introduce you to him. "Mr. Demonstration this is my son. By the way, son, Demonstration is a great old boy—and a great salesman. He can often sell

long after Talk has run out of gas."

Getting down to business, demonstrate everything you try to sell to a prospective customer—and make your salespeople do the same. It decreases selling effort fully fifty per cent. By demonstrating, I do not mean, for instance, that if a salesman is selling a locomotive he should run it back and forth over his prospect's toes in order to impress upon him how much good stock is put into it. I mean that a salesman who keeps his mind at work can think of various little ways to demonstrate an article that will help to sell it.

Now please don't say you can't give a demonstration with some things. Some sort of a helpful demonstration can be thought up

for selling anything under the sun.

You could talk to a boy from the time he was born until he reached the age of manhood with-



AMMUNITION

has SHOT itself into the good graces of rifle, pistol and shotgun users everywhere.

That same quality which makes results better for the sportsmen, makes business better for the trade.

No other cartridge line carries the number of good things, of bristling newness, that this one does. The Lubaloy non-fouling bullet, boat-tail bullet, open point expanding bullet, and Super-X. Long-range shotgun loads are business bringers that only "Western" dealers know how to appreciate.

WESTERN CARTRIDGE COMPANY
EAST ALTON, ILLINOIS

out arousing in him as much desire to own a toy automobile as you could by allowing him to ride around for a single minute.

Many people are shy on imagination. They can't see the good points of an article until a demonstration is given to bring them graphically to their minds. Nor can a salesman, no matter how clever he is in slinging the English language, draw as impressive a picture with words of the good points of an article as he can with a few simple demonstrations.

If you want to test out this demonstration idea go to one of your clerks and say: "Jack, I've got a dandy new knife. It cuts better than any I ever owned before." Continue to talk to him of the good qualities of the knife for half an hour. At no time will he show particular interest in what you are saying.

Now find a piece of wood and return to Jack. Pull the knife from your pocket, open out the

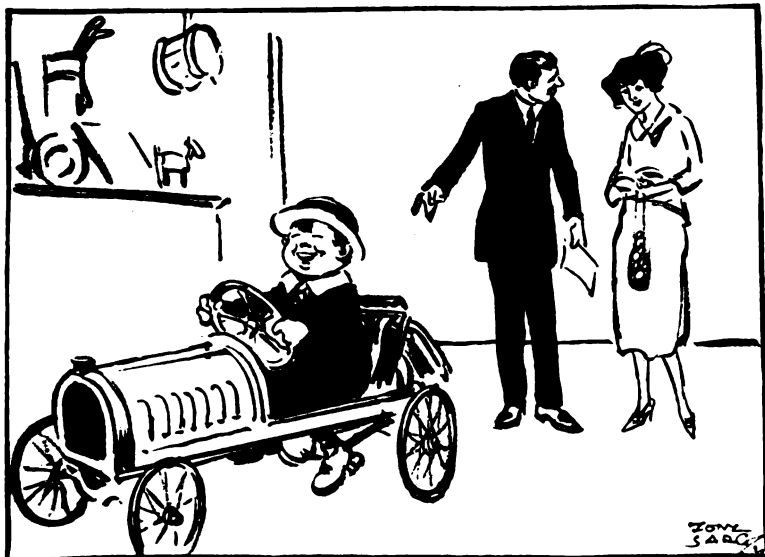
blade and hand him the knife and a piece of stick, asking him to try out the knife. He will show several times as much interest in it as he did when you merely talked about it. He'll try it out. The chances are that after doing so he'll rave about it in the same strain that you did.

If you had been trying to sell that knife to a customer, you see how much easier it would have been to make the sale if you demonstrated what it would do instead of only talking about it.

Demonstration rivets the attention of the prospective buyer on the article that the salesman is showing. It also keeps the mind of the salesman on the object. A salesman cannot talk convincingly about an object while his mind is on the blonde he's going to take to the movies that night.

But don't get the impression that it is only necessary to demonstrate an article in order to sell it. Con-

(Continued on page 54)



If you want to spread joy and sell a toy automobile at the same time, put the youngster's feet on the pedals.

Make Money With GILSON GARDEN TOOLS



Handiest, most efficient garden tools made. Every gardener needs them to lighten labor and produce bigger yields.

Displaying them means profitable sales.

THE GILSON WEEDER

Has double-edged steel rock-er blade that cuts both ways under surface, destroying weeds and lightening up soil. Turned over, it's a rake. Made in both hand and wheel types.



THE LIBERTY CULTIVATOR

Adjustable to widths from 4 to 14 inches. "V" shaped cutting edges get the weeds and loosen soil. Both hand and wheel outfits.

THE GILSON TRIPLEX

Three tools in one—Cultivator, Weeder and Plow—all mounted on a pivot axle, making any of the tools quickly available.



Our Lawn Edge Trimmers, Scratch Weeders and Wonder Dandelion Diggers are also live sellers.

Dealer Helps furnished free
Write for catalog and discounts

J. E. GILSON CO., Port Washington, Wis.

Barricades His Door to Bring Business

IT would be hard to find another hardware dealer who puts money into his business by barricading his front door as F. C. Sloane, proprietor of the hardware store of Q. A. Sloane and Son, McGregor, Iowa, does. The accompanying photograph shows Mr. Sloane and his front door barricade, which does double duty, advertising the business, and at the same time saying "Keep Out."

Beginning at the time of the spring thaw and continuing until snow flies Mr. Sloane as regularly as he closes up at night, sets up his barricade. Let a dark cloud appear in the spring, summer or autumn sky and he quickly hurries out of the store, even deserting a customer if the cloud is threatening, grabs his barricade and blocks up his front entrance. It's safety first, and business second with him at such times; or rather, it's good business at attend to safety first.

McGregor is situated in a pocket in the hills of the Mississippi river. When a heavy rain comes, the

waters rush down the hills and ravines, and at times the storm sewers are not adequate to carry off the water. Then a flood pours down the streets, the flood waters converging at Main Street, thence down it past the business places. Many of the business houses are built high and dry so that the waters, if they run over the sidewalks, do not enter, but the Sloane store is not one of these and in times past the water has run through the lower floor and hundreds of dollars of damage have been done to building and goods.

Mr. Sloane discovered that a large flood-board barricading his front entrance would be a good way to protect his store from the pestiferous waters, and incidentally, it would be good advertising.

Accordingly he rigged up a large home-made board, and painted his firm name in big white letters across its surface.

When the main street of McGregor is lighted at night now, rows and rows of flood-boards, all carrying advertising, are to be seen on the fronts of stores who have followed Sloane's example.



Mr. Sloane's barricade advertises his business while it keeps the floods from submerging his store.

Who stands the Loss?

A Cash Sale, but — there's a rush of business, the clerk is busy, puts the money in his pocket and makes no permanent record of the sale. Who stands the loss?

A Charge Sale, but — you lose the sales slip and you have no record of the sale. Who stands the loss?

A C. O. D. Sale, but — that old-fashioned register is out of order. Carbon paper crumpled. Duplicate sales slip is not like original. The money isn't collected. Who stands the loss?

You Pay Out Money, but — your records don't show to whom, when, what for, by whom. The money is gone. Who stands the loss?

YOU →

Stop These Losses

The Standard Manifolding Register absolutely stops such losses. It forces a complete, locked-in record of every transaction. Every copy is *exactly* like the original. Carbon paper *can't* crumple. Sheets *can't* slip.

There's a standard System built to fit your business, to simplify your records and stop the losses. It will save you many times its cost. Write for the facts.

The Standard Register Co.

137 Albany St., Dayton, Ohio

Check Coupon and Pin to Letterhead

For samples of forms, used by other business similar to your own, and folder describing a complete system for controlling your sales records. There is no obligation

attached to this, check on the coupon the samples of forms you desire and pin to your letterhead.



Furnished with or without cash drawer

The Standard Register Co., 137 Albany St., Dayton, Ohio.

Without obligation, send me booklet and samples of forms showing:

- ☐ Bills of Lading
- ☐ Express Receipts
- ☐ Delivery Receipts
- ☐ Invoices
- ☐ Purchase Requisitions
- ☐ Stock Requisitions
- ☐ Receiving Orders
- ☐ Stock Records
- ☐ Sales Records
- ☐ Combined Money Drawer & Sales Records

Standard

Manifolding Systems and Roll Printing

Uses Turtles to Sell Electric Irons

DURING its campaign on electric irons The F. A. Clarke Co., Inc., with stores in several southern California cities, used an unusual window display to attract attention to its irons. Four turtles of the same size were turned loose in one of the windows of the Los Angeles store. The base of the window had been covered with sand and a small tank provided for the turtles.


Each turtle bore on its shell a letter contained in the word I-R-O-N. To the person first catching the turtles lined up in proper position so that, standing together, their shells spelled the word I-R-O-N a prize of an electric iron was awarded.

Needless to say, this unique contest succeeded in getting a crowd around the window which resulted in the sale of many electric irons.

Cleveland Store Used Chains for Decoration

A UNIQUE window display always attracts attention, and a recent window of Davis, Hunt and Collister, Cleveland hardware merchants, attracted much interest because it was so unusual and different from what one is accustomed to see in a hardware store.

Heavy iron chains were hung from the top of the window, draped back, and tied in the middle with another piece of chain, like portieres, as shown in the accompanying sketch. That such a graceful effect could be produced with anything so prosaic as iron chain evoked the admiration of onlookers, and also left the impression of *chain* in their minds so strongly that any time they may be in need of chain the Davis, Hunt and Collister store will at once be associated with that commodity.



DAVIS, HUNT
and
COLLISTER
HARDWARE

A novel window display idea used by a Cleveland hardware firm—heavy iron chains were used as draperies with graceful effect



Hardware Dealers!

Here's your chance to stock up with an advertised product that allows a generous profit. It's Smooth-On Iron Cement No. 1 for household and automobile radiator repairs.

Repairs leaks in household utensils; also leaks, cracks or breaks in pipe lines, waterjackets, boilers, furnaces and automobile radiators.

Stock up with this product now—it comes in 6 oz. cans, attractively packed 12 in a lithographed carton, ready to display on your counter—the carton will help sell Smooth-On. Also sold in 1 lb., 5 lb., and larger sizes.



Write for information regarding our dealer proposition on this product

SMOOTH-ON MFG. CO.

570-574 Communipaw Ave., Jersey City, N. J., U. S. A.

The cost of a 6 oz. carton to you is \$2.70 — retails for \$3.60.

Smooth-On Mfg. Co.
Jersey City, N. J.

Please send me at once 1 carton of Smooth-On No. 1, 6 oz. size, price \$2.70, to be billed through my jobber.

Jobber's Name

City

My Name.....

Address

City..... State.....

Why Not Try An "Edison" On Your New Clerk!

By George W. Smith

SINCE Thomas Edison insists on maintaining that he can judge a man by his rating in a mental efficiency test, there must be something in the idea. Why wouldn't it be appropriate for the hardware dealer to give it a trial? A test something like the following could be thrown at the applicant for a clerkship:

Q. If an explorer came in and asked for a chisel to cut a hole in the North Pole, what kind would you sell him?

A. A cold chisel.

Q. What common kind of a bolt will not stay put long enough to slip a nut on it?

A. A bolt of lightning.

Q. What would you do if a burglar entered the store?

A. Nail and punch him.

Q. Why should pencils be displayed conspicuously?

A. So they can draw sales.

Q. What kind of an article in hardware goes well into any article it tackles?

A. A sharp carving knife.

Q. What would you do in case of fire?

A. Run to extinguish-er.

Q. What kind of an article would you suggest for a customer in the habit of going up in the air on the slightest provocation?

A. A plane.

Q. If a customer should call for a noiseless ring what would you do instead of calling him a . . . well, you know the rest?

A. Begin showing him key-rings.

Q. If a patron asks you what kind of stock you would advise him to buy what would you say?

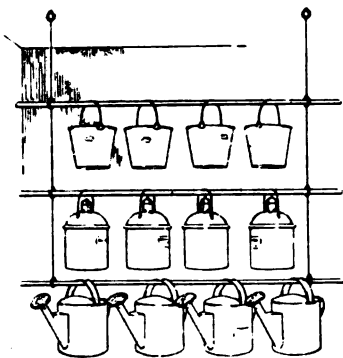
A. "Bitstock . . . because there is sure to be a bit in it sometime or another."

Q. What kind of a chain would you sell to a man who growls continually?

A. A dog chain.

Reserves Ceiling for Display of Handle Goods

ONE hardware store we know of reserves the ceiling for displaying the greater portion of the reserve stock of handle goods.



Wires with rings are suspended and between each pair of rings runs a stick on which goods are hung

Wires with rings are suspended in parallel pairs and between each pair of rings runs a stick on which are hung the goods, as shown in the accompanying engraving.

Thus they are in full sight of anyone entering the store and yet out of the way of the smaller articles that are most in demand.



There's Money In the Label

The ChoreBoy label contains a copyrighted list of 243 jobs ChoreBoy will do. This list stimulates consumer sales, because the multiplication of uses means the multiplication of sales.

If a woman wants to use one in cleaning the bathtub, it means she will buy another for her pots and pans. Thus you have sold two ChoreBoys instead of one.

ChoreBoy sells for 10c. You can double your money at this price. Why don't you put ChoreBoy on the job.

Ask your jobber or send us his name with 70c. for trial dozen, postpaid. Discount for quantity.

The Chore-Utensils Corporation of America
Orange, N. J.



Complete, compact line to retail at popular price. One single size U. S. Full-measure can in each of 29 Colors. Brings you trade that other stores are getting.

Prepared Paint, 11 Colors
Varnish Stain, 6 Colors
Screen Enamel, 2 Colors
Stove Pipe Enamel
Furniture Varnish
Enamel Paint, 7 Colors
Gold Paint, Aluminum Paint
Sold by Hardware Jobbers

MARTIN PAINT MFG. CO.

172-174 Second Avenue
BROOKLYN, NEW YORK

Adams & Lake Co. Solves Delivery Problems

THE Adams & Lake Hardware Company prevents complaints and wards off disappointments in deliveries by means of a printed card which the driver leaves in case the customer for whom the goods is intended is not at home. Dear Customer:

For your protection as well as ours we have made it a policy not to leave large or valuable packages when there is no one at home to receive them. In order not to disappoint you we leave this message to say that our driver called on Dec. 15 at 4:30 P. M.

If you will call us up, we will get the lamp you ordered out to you, if it makes a special trip, if you must have it. Otherwise it will come out on Dec. 17 on regular delivery. Let us know if you are needing it before that.

ADAMS & LAKE HARDWARE COMPANY.

Customers realize then that they are to blame if the delivery man finds them away when he calls.

This same concern discovered also that it was very easy for goods to be delivered at the wrong address, so they attached a perforated coupon to the top of the regular sales slip.

On the face it bears the name and address. On the back is this notice to the customer:

This is a copy of the address taken by our salesperson for the delivery of your goods.

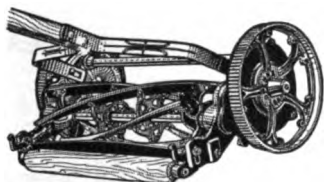
If not correct, or if your goods are not delivered promptly, please notify.

J. W. ROBINSON COMPANY
Home Phone 381
KEEP THIS FOR YOUR REFERENCE

It is easy in this way to prevent many deliveries from going astray, simply because the customer himself brings the error to the store's attention.

PENNSYLVANIA

Quality
LAWN MOWERS



A "Pennsylvania" once sold "Stays Sold," constantly reminding the user that your store sells good stuff. "Pennsylvania Quality" runs through all the Styles and "Brands" noted below.

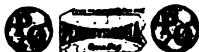
You can advertise to your trade "Pennsylvania Mowers are good mowers" an investment not an expense.

PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

This trade mark is
on the handles of:



PENNSYLVANIA STAND-
ARD, high and low wheel.
PENNSYLVANIA JUNIOR
Ball Bearing, high and low
wheel.
PENNSYLVANIA GOLF Ball
Bearing, high and low wheel.
PENNSYLVANIA PUTTING
GREEN (Roller Type).
PENNSYLVANIA TRIO CUTS
84 inches for horse or tractor.
PENNSYLVANIA HORSE and
PONY
PENNSYLVANIA L A W N
CLEANER and RAKE.

Continental High Wheel.
Great American Ball
Bearing.
Red Cloud Ball Bearing.
Orchid Ball Bearing.
Belmont Ball Bearing.
Delta Ball Bearing.
Panama Plain Bearing.
Belmont Plain Bearing.
Electra Plain Bearing.
Pennsylvania B B Trim-
mer.
Pennsylvania Undercut
B B Trimmer.

It's Ready!



The
PREMAX
Road-tested
COASTER
for
Spring
Trade

New in every particular. From the all-steel bolsters, front and rear, to the attractive metal name plate, no effort has been spared to make The Premax Road-Tested Coaster the best wagon you have ever sold.

Large pressed steel disc wheels, no rivets or welds to loosen; patented roller-bearing and detachable wheel design.

The Coaster Your Boy will want
Sold by your jobber—Ask for literature.

NIAGARA METAL STAMPING CORPORATION
Division G
NIAGARA FALLS, N. Y.

The Remodeling of Your Hardware Store

(Continued from page 19)

bogey of remodeling the store will disappear. It is the hardware dealer who has bought his store fixtures without much thought as to their disposition when they are received, who lies awake nights dreading that they will arrive on a Saturday morning (which they probably will) and wondering just how he will proceed.

Now, what kind of fixtures shall the dealer buy? Let us divide hardware store fixtures into two kinds; manufactured and home-made.

The manufactured ones are those made by factories devoted exclusively to this work. They are made in standard units and can be set up and taken down in the same manner as sectional book cases.

Home-made fixtures are those

made by some employee in the store or those which have been made by a local contractor or planing mill. They may be made of the cheapest material and badly fitted or they may be made of selected wood in a thoroughly workmanlike manner. They are usually built right in place in the store.

Aside from cases where the dealer gives the job of making fixtures to a local carpenter in order to clear up a long outstanding bill, fixtures are usually home-made for one of the following reasons; to save freight, to save money on construction costs or to work out some special ideas of the dealer.

The dealer has to pay freight on manufactured fixtures, but this is a legitimate charge and the manufacturer can be depended upon to save the buyer every cent possible by cutting the weight to a minimum, by routing the shipment the

Sold in five-gallon, gallon, half-gallon, quart, pint and half-pint cans. Also in barrels and half-barrels.



Why this paint is building a big “over-the-counter” business

Unique in its field it is finding many new uses

DEALERS who handle the widest variety of white paints and who have the agency for other manufacturers' lines are also handling Barreled Sunlight.

Why?

Because Barreled Sunlight is unique in its field. It fills a real gap in any other line of paints or combination of lines.

This paint is finding a rapidly expanding market. It is now being used in all kinds of buildings—stores, shops, office buildings, apartment houses, homes—as well as in industrial plants, etc. Wherever a smooth, white, washable surface is desired it is the ideal finish.

These many new uses are creating big “over-the-counter” sales for Barreled Sunlight which dealers the country over are taking advantage of.

Sales are being further stimulated by an intensive advertising campaign in trade papers and newspapers all over the country.

Barreled Sunlight can mean an increased volume of business for you. Communicate with us or with our nearest distributor.

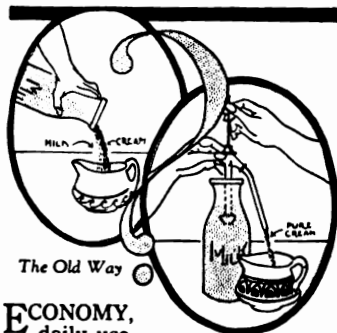
A sample can of Barreled Sunlight will be sent upon request.

U. S. GUTTA PERCHA
PAINT CO.

45 Dudley St., Providence, R. I.

Barreled Sunlight

The Rice Process White



The Old Way

The New Way

ECONOMY, daily usefulness, and permanent durability are three important factors that now, more than ever, govern the purchase of articles for household use.

A utensil that saves the exorbitant cost of bottled cream will appeal strongly to your customers. Such is the

SANITARY SIPHON

Skimit

The Midget Cream Separator

No Pumping No Pouring
No Dipping No Wasting

A simple siphon action quickly draws off all the clear cream from bottled milk without disturbing the remainder.

SKIMIT sells on sight for everyone relishes rich cream on cereal, in coffee and for desserts. Skimit draws off approximately a half-pint of pure cream, leaving one and one-half pints of milk for cooking-purposes at no additional cost.

SKIMIT is indestructible, self-cleaning, and is nationally advertised. Sells at retail for \$1.00.

Satisfaction guaranteed.

SKIMIT MFG. CO.

Oskaloosa, Iowa.



shortest way and by way-billing it under a heading which takes the cheapest rate. Many a dollar has been saved in freight charges by making a bill of lading read, "counters and shelving less than 16 ft. in length" instead of "store fixtures."

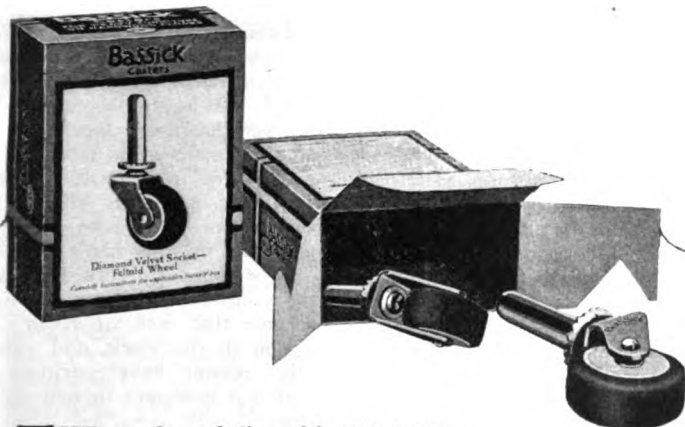
Even with the added freight charges, the fixture manufacturer can generally compete with the local contractor or mill. Of course, this is in case the buyer selects a manufacturer somewhere near him. The California dealer would hardly expect to buy from a Massachusetts manufacturer without expecting to pay more.

The dealer who has ideas of his own for fixtures he wants made will do well to put his problem up to the manufacturer. Possibly in the form suggested by the dealer the ideas are not as practical as they might be made by a few changes, which the manufacturer, with his knowledge of manufacturing methods and stock arrangement principles, can suggest. The local contractor, lacking this experience, would develop the dealer's suggestion without change and produce a workmanlike, but possibly an impractical job.

Aside from any question of cost or manufacture there are three things to be considered when selecting hardware store fixtures. They are:

1. Do the fixtures properly display the merchandise?
2. Do the fixtures provide ample room for stock?
3. Do the fixtures permit maximum speed in making sales?

As it is not possible in an article of this length to analyze all types of hardware store fixtures, let us take a representative example and apply these tests to it. Let us take, for instance, a fixture for displaying and stocking pliers.



THE condensed line of fourteen types of Bassick Casters, selected to fill all the requirements of the average home, are marketed in a new and distinctive **YELLOW AND BLUE** package.

Each box contains one set of four casters, and is marked with the kind of furniture and the kind of floor or floor coverings for which the casters inside have been especially designed.

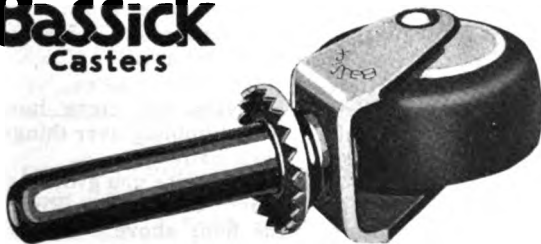
Instructions and a tool for removing old sockets are enclosed in every package. They make it easy to put the right Bassick Casters on the right furniture.

Properly packaged, properly priced, and easily applied, Bassick Casters make quick selling and profitable stock.

Bassick Casters are nationally advertised

**THE BASSICK COMPANY
BRIDGEPORT, CONN.**

Bassick
Casters



The first method of caring for merchandise of this nature was in the original cardboard box on the open shelf. Display, if any, consisted of tying the sample on the outside of the box with piece of string.

Next came the shelf box or drawer for holding stock. A picture of the article, cut from a catalog, was pasted on the front of the drawer for display. Later this picture was replaced by the actual sample wired to the box front. This latter arrangement, with the price written on the side of the drawer, combines the three desirable qualities, display, stock and quick sales in a very satisfactory manner.

But while this arrangement permits a salesman to find the article, get it out of stock, and obtain the price at the maximum speed, it has not the best display value. It sacrifices appearance to speed in making the sale.

Therefore, a method which improves the appearance or display value of a fixture is more desirable. This is obtained by putting a hinged display panel or door in front of the shelf boxes. The merchandise is sampled on the hinged panel and keyed by numbers to the proper stock boxes behind it.

This method of display slows down the speed of making the sale by one operation, that of opening the panel, but the increased display value and consequent greater sales more than offsets this slight loss of time.

Material and finish of fixtures are so largely matters of individual opinion that no definite rules can be given. Oak is the most commonly used material and is standard in the fixture manufacturers' catalogs. It might also be suggested that a waxed finish does not scratch or mar as readily as a varnished one.

Taking lighting conditions into consideration, if you like a dark colored finish, get it. A lot of people will be sure to come in and tell you that the fixtures look like so many coffins. So if you prefer a light colored finish, get that. Just as many critics will say that the fixtures would be more appropriate in a woman's bedroom!

Now, let us briefly summarize the points I have covered. We will assume that lack of room, confusion in the stock, and various other reasons have convinced you that it is necessary to remodel the store.

The first step is to get the co-operation of the store force. Show them the advantages of working in a modern, up-to-date store.

The second step is to plan the rearrangement of the store. Departmentize it and classify all stock in each department.

Thirdly, plan each step in remodeling the store and installing new fixtures. Know beforehand how the job will be handled.

The fourth step is to select and order fixtures and instruct the store force as to their duties in the rearrangement work.

The fifth step is to hire carpenters, boys for sampling panels and other special help when the fixtures arrive and start the actual work.

When it is finished, the dealer will have the satisfaction of operating a store which brings the maximum return for every effort brought forth.

Rivers had come home and was stumbling over things in the dark hallway.

"What are you growling about, dear?" called Mrs. Rivers from the floor above.

"I am growling," he answered in his deepest bass voice, "to drown the barking of my shins."



Each $\frac{1}{4}$ gross set of ONE size packed in handsome counter display container as per illustration.

The four fast selling sizes — $\frac{7}{8}$ in., $\frac{3}{4}$ in., $\frac{5}{8}$ in., $\frac{1}{2}$ in. — you will need for every-day sales.

The extra heavy $\frac{3}{8}$ in. and extra small $\frac{3}{8}$ in. — you will need for special work.

CASTERS

for Pianos and Refrigerators

The Best Furniture Footwear is

DOMES of SILENCE

A mark of BETTER Furniture regardless of its cost

IS YOUR STOCK COMPLETE?
Order from Your Wholesaler Today

Henry W. Peabody & Co.
Domes of Silence Division
17 State Street New York City



Live Wire Henry on J. J. Demonstration

(Continued from page 39)

vincing talk must accompany the demonstration. The salesman should not, however, attempt to give the impression that he is Willie Knowitall, with an encyclopedia full of information parked in his cranium; but he needs to know the good points about the articles he is trying to sell so he will be able to talk convincingly while he demonstrates.

The customer likes to feel that he makes his own decisions. It pays to use a little diplomacy and let him think so whether he actually does or not. There is a great difference between going at a customer with: "Now this is just what you want" and "Perhaps this one will appeal to you?"

The first exclamation really is interpreted by the customer as something like: "I know all about this stuff. Take my advice, this is exactly what you want." Such tactics have the same effect as prodding a person's ribs with a picked stick.

On the other hand, the customer interprets the second expression in something like this fashion: "See how you like this one? You know best what you want. I'll be glad to show you others if this doesn't prove to your liking." The customer figures: "There's a salesman that doesn't pretend that all the world's knowledge is stored away in his brain cells. So probably he really knows what he is talking about. Undoubtedly, he is offering me what is best for me. The wisest thing I can do is take it."

Demonstrating, like talking, can, of course, be carried too far. When a person desires an article of heavy stock that will stand the gaff, it is, obviously, not a good idea to demonstrate a lightweight

article in stock and to harp on how delicate the article is. Demonstrating can't succeed if it is merely mechanical. Brains must back it up. The best automobile ever made can't demonstrate its ability to turn corners unless someone's brain guides it.

When they go into a store to make a purchase the average customers are all from Missouri. They may not write out a note to that effect and hand it to you, they may even neglect to make a remark that will inform you of the fact, but they've got to be shown why they should exchange the shekels for your goods. If you can't show them by demonstration that your goods are what they desire they'll go to someone who can.

Here's where I cease writing and prepare to hit the lily-white pillow.

Your affectionate father,

HENRY.

Sells Goods in Advance for Benefit of Customers

THE Barrett-Hicks Co. goes after business in advance of the season, and such commodities as blasting powder, sulphur, spraying materials, wire, twine and the like can be sold in this way under the firm's plan of guaranteeing to give the purchaser advantage of the quoted price if prices rise, or reduced price in case of a drop. It gives the store a basis for its own orders and clinches business in advance. In such cases an order in duplicate is made out, the customer receiving the duplicate and the other being held on file as a record of deliveries and of use for notifying the purchasers. As a delivery is made it is entered on the lower portion of the order, whether it be made in total or in partial deliveries.

Customers are not slow in taking advantage of this opportunity



Off to a Flying Start!

ALL elements of a united industry — dealers, painting contractors, jobbers and manufacturers—go into the new year with a flying start of concerted action to "Make 1922 the Greatest Paint and Varnish Year."

Three action-breeding *Save the Surface* advertisements are now on the news-stands or will be this month. "Have your interior painting done this winter to relieve unemployment" is the public-spirited appeal of one of them in December 17th Literary Digest, January 7th Saturday Evening Post and February Farm Journal. The \$1,000 Prize Contest advertisement is in December 31st

Saturday Evening Post and in Farm Journal and American Magazine for January. The advertisement on *Save the Surface as a matter of Thrift* appears during National Thrift Week in the January 21st issue of Literary Digest.

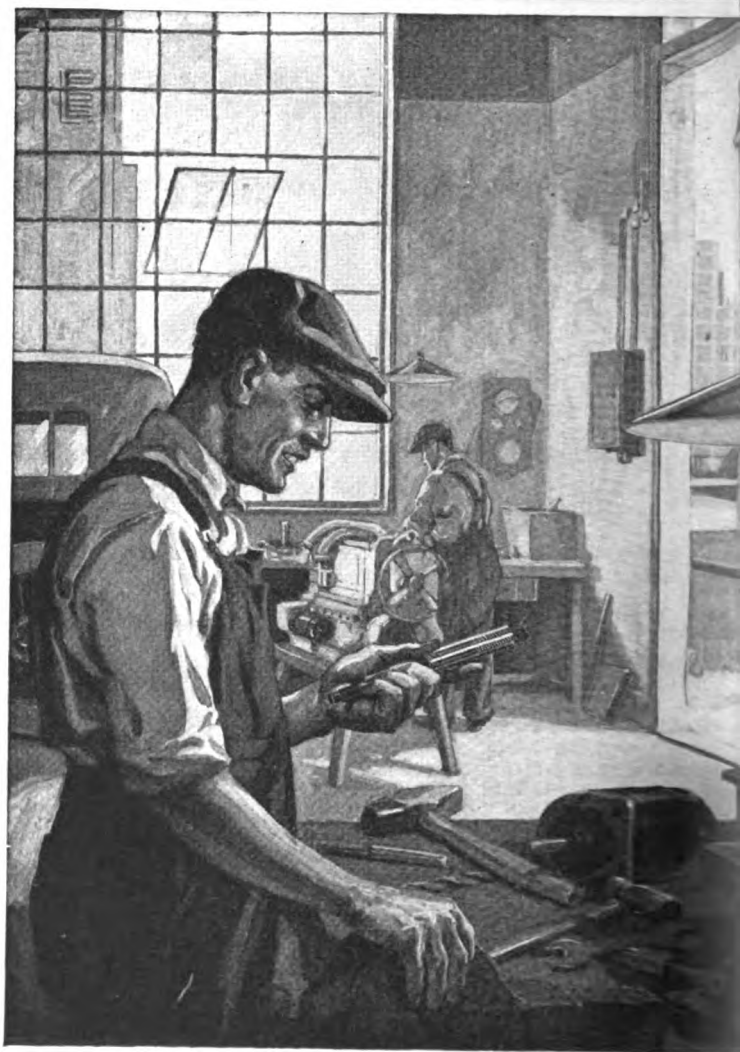
Read these advertisements. Display them in your windows and store. They are reaching worthwhile property owners in your community and will be a great stimulus for record-breaking January paint and varnish sales. Make them work for you.

Make January your greatest Paint and Varnish January.

SAVE THE SURFACE CAMPAIGN

507 The Bourse Philadelphia, Pa.

Make 1922 the Greatest
Paint and Varnish year
Save the surface and you save all



The **CLEVEL**



ELL

TRADE MARK REGISTERED IN U.S.

There's What I've been looking for

EVERY garageman has been looking for a reamer—a good sturdy adjustable reamer—with wide limits of expansion which would reduce the number of reamers necessary for a complete set. To meet this demand, we have produced the

Quick-Set

Adjustable Reamer

This reamer gives great expansion and sturdiness. The blades may be replaced at slight expense without returning the reamer to the factory. The new blades come to you already finished and ground; ready to cut the minute they are inserted in the body of "QUICK-SET."

Garagemen and men who tinker with their own car recognize the superior features of "QUICK-SET."

Let us send you literature describing this new reamer. It will pay you.



AND

AND FOREIGN COUNTRIES

TWIST DRILL COMPANY

1251 East 49th Street
CLEVELAND, OHIO

New Low Prices—Big Profits on

HAYES

FRUIT FOG SPRAYERS

For Hogs, Cattle, Chickens,
Farms and Gardens

The opportunity for sale of Hayes Hand Sprayers is increasing fast. In five years a 60% increase in disinfecting on farms has created a big demand. The Hayes Line with 50 different styles meets every demand. Get your share—ask for prices.



Wheelbarrow Sprayers

One of our biggest sellers. Good capacity, easy to transport, extra long handle gives remarkable pressure. Will go back to stanchions, through garden rows. Fine for white-washing.

Bucket Sprayers

All working parts of brass; bronze ball valves. Strong pressure, easy working, will not get out of order. For spraying small trees, garden truck, disinfecting barnyard, cattle, etc.



Barrel Sprayers

One of our biggest sellers. Brass or bronze construction, avoiding corrosion. Long reversible handle gives strong pressure, easy working. Especially suited for orchard or farm use.

Compressed Air Sprayers

Two or three pumpings discharge contents at strong and constant pressure. Fine for walking down rows of crops or among live stock. Very popular.



ATOMIZERS

Complete line, many styles, all prices

Ask for our New Low Prices

Distributors everywhere. Send for Prices

Hayes Pump and Planter Co.

Dept. 111

GALVA, ILL.

The Four C's in Merchandising Juvenile Vehicles

(Continued from page 8)

play with the vehicle on the floor or touch it or sit in it, the desire to own it becomes that much stronger. It will pay the dealer to arrange for sufficient floor space to allow for this.

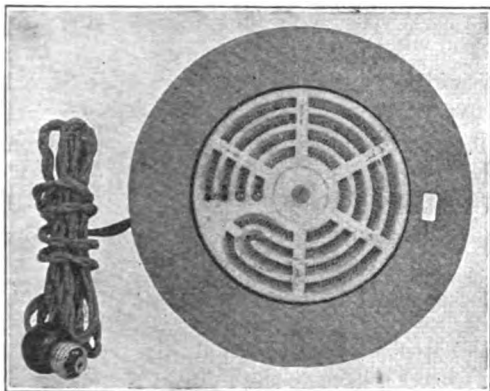
One of the most important elements to consider in the successful sale of juvenile vehicles, is the choice of the proper, competent salesperson. The recent heavy Christmas buying showed the necessity for salespeople to make the most of their opportunities to close more sales. Love for children, together with a sympathy for and understanding of their desires, are the necessary characteristics. If you need extra salespeople at this time, it is wise to advertise for high-school or academy graduates, or for intelligent married women who have a little time to spare, a few hours each day, perhaps. If you do not need extra help, impress upon your assistants and associates that each child who enters the store is to be treated as well as the most valued adult customer.

Sometimes much benefit can be derived for both parties, if the hardware dealer and the children's apparel merchant co-operate in trimming windows. The clothing merchant lends child-figures, dressed in sturdy suits and play-clothes for use in the vehicles placed in the hardware dealer's window; the hardware dealer reciprocates with vehicles in which the clothing dealer can place figures in his window. Suitable placards and show cards tell the spectator that Johnny and Susie can romp all they want on their coaster wagons when they wear Mr. Clothingdealer's playclothes, and in turn, the clothing merchant's signs convey the informa-

Buy What Will Sell Now

TUCKER'S
Electric Hot Plate
to sell complete at

\$3.75



What Every Woman Wants

Here's an electric hot plate that you can feature at a very low price. Sells as well in winter as in summer—always handy. No extra wiring. Just connect it with any electric light socket.

Hot plate is nickel plated with stand, guaranteed for one year against defects.

Hook one up and put it in your window with a coffee pot on it. Play up the price strongly. That will make people stop, look and come in and buy.

VERY LIBERAL DISCOUNT TO DEALERS

Order through your jobber or direct, giving jobber's name

THE TUCKER MFG. CO.
CLEVELAND, OHIO

Pacific Coast Representative

U. S. ELECTRIC CO., 7-10 Pope Street, San Francisco, Calif.

Now Comes

Note How Prophecies About the Heatrola Soon Became Hard Facts

Right here, in the pages of Good Hardware, we've been telling you what the Heatrola *would* do.

Now we tell you what it *has done*.

We said it would be the biggest heating seller of years. It is. Sales prove it so.

We have letters from big dealers, little dealers—from hardware stores everywhere in the land—saying "The Heatrola is the biggest thing we've ever put into our stores."

We told you the Heatrola would heat from 3 to 6 connecting rooms.

It does. Hundreds of letters from actual users emphasize that fact. We asked 200 women, wrote them letters asking whether the Heatrola was delivering. *Every single answer said "wonderfully."*

The Heatrola is a proved, tried proposition. It's putting a punch into the heating business that hasn't been there for a mighty long while.

So we urge you to come in now. Get the quick market while it is popping off. Don't wait. Don't delay. Plenty of time to profit big this season. Put a Heatrola in your window. Then watch the crowd gather.

Get the facts about this new-day heater. Learn for yourself what others are doing with it—how quick money is being made. Write us today.

Estate
HEATROLA

THE ESTATE STOVE CO., Hamilton, Ohio



he PROOF





Heekin Cans Sell Quick---

That's the reason they make a good profit—a quick turn-over for YOU. They are scientifically shaped—tough—wear-resisting—and can be beautifully lithographed with your advertisement, featuring any article.

The Heekin Can Co.

*Sixth and New Streets
Cincinnati, O.*

tion that little sonny and daughter get the most benefit from the clothes when they are exercising their bodies on Mr. Hardware Dealer's juvenile vehicles.

Around holiday time especially it was found profitable to have a clown playing with the wheelbarrow things. This holds the attention not only of the children but of the grown-ups, most of whom are young at heart, despite wrinkles and gray hairs. Experience has proved to many dealers that this method resulted in quick sales.

Of course, any sales stunt depends in a measure on the resources of the store and the resourcefulness of the dealer. It was interesting to hear how a certain hardware dealer in one city read and adapted to his own use the unique plan of a toy dealer in another city.

A Kiddies' Klub was organized with headquarters in the basement of the hardware store, where the juvenile vehicle department was placed. Letters were sent to a selected list of children, inviting them to hold their birthday parties in the Kiddies' Klub, and making free use of the playthings set aside for them.

The Klub headquarters were reserved for anyone making application in time, and the only regulation was that some older person come with the children to supervise their play. The Klub received much publicity in the society columns of the papers, where notices of the parties were written and also in the feature section. Gradually the older people made application to hold kiddie parties for themselves at Kiddies' Klub headquarters, and naturally sales in many other lines of stock besides the juvenile vehicles were boosted. The publicity afforded the dealer alone was well worth the price of maintaining the Klub.

McCASKEY



"ONE WRITING"
SAVES TIME

THE McCASKEY WAY

JANUARY, 1922

ADD TO YOUR PROFITS IN 1922

BY TURNING WASTE EXPENSE INTO EARNINGS—BY STOPPING LOSSES AND LEAKS WITH SYSTEM IN THE KEEPING OF CHARGE ACCOUNTS.

Will you be one to enjoy system success in 1922? Do you find it expensive to hire bookkeeping help? To send out monthly statements? To face leaks and losses through forgotten charges? To lose customers because of disputed accounts? To make account adjustments to hold customers? Then inquire about the "One Writing" way which provides a statement with every purchase—knowledge of account standing at all times on the part of both the merchant and his customer. Add to your profits in 1922!

For eighteen years the McCaskey "One Writing" System of keeping accounts has been within reach of the merchant. In that time over a quarter of a million business builders have been reached and are today saving expense and adding to their profits by the use of system in the handling of charge accounts. Book-keeping expense, statement time, labor and postage, forgotten charges, disputed accounts and the resulting dissatisfied customers have all been banished where McCaskey installation has been made.

MISSOURIAN LOST BALANCE TO SAVE HIS CUSTOMERS

M. E. Halcomb, of Harrisonville, Mo., used to lose the balance on accounts frequently to prevent losing a customer. He now reports that his McCaskey System has saved him a salaried assistant in handling the books and as much again by the prevention of disputed accounts.

DISCREPANCIES FAVORED CUSTOMERS—BIG LOSSES

Discrepancies which must have favored his customers on an average of from \$15 to \$20 a week were discovered by S. Krysmalski, a Pittsburgh, Pa., confectioner who saved enough in the first three weeks he had the system to pay for the complete register and associated supplies. No future losses will cut into his profits with McCaskey control of his accounts.



SAVED \$1,500 A YEAR

At least \$1,500 a year is saved by J. F. Brown & Company, of Clarksdale, Miss., in the elimination of itemized statement making and ledger posting. They have no more trouble with disputed accounts and their customers are satisfied.

**We Can Do the Same for You
Just Mail This Coupon Today**

**McCASKEY REGISTER CO.
ALLIANCE, OHIO**

*How Can I Solve My Credit and
Collection Problem?*

Name Business

Address

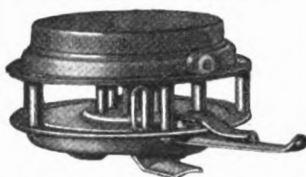
No. of Accounts? How Kept?

MARTIN AUTOMATICS

*Make
Friends
for Dealers*

Display the 1922 model Martin Automatic Reel on your counter and you will have made a friend, a steady customer, and a sale.

1922 Model



The 1922 model is stronger, lighter, and quicker in action than its predecessors. It has what you most desire—Quality, Price, and backed by National Advertising.

Martin Automatics are the biggest sellers on the market as well as being the oldest, lightest, and best known Automatic Fishing Reel.

Write today for dealer's proposition and literature describing the 1922 model.

Martin Automatic Fishing Reel Co.
MOHAWK * * * NEW YORK

The value of free publicity can not be over-taxed. It is publicity of the highest type, with real new value. Any newspaper man or woman is glad to co-operate with the dealer who puts on novel sales stunts. They will write them up as straight news or as feature stories, and be glad of the opportunity to do so. Get the fattest man in town to come and stand in your window for a few minutes on one of the juvenile velocipede trusses, and see how fast a crowd gathers, and how eagerly the reporters will take the story.

You have done two things then—you have proved to the public that you carry a line of strong, safe juvenile vehicles, and you have achieved a great deal of free publicity for your store. Once you start novel sales stunts, or window displays, others will suggest themselves until unique, sales-getting plans come to be associated with your store.

Hardware Firm Saves Confusion in Ordering Goods

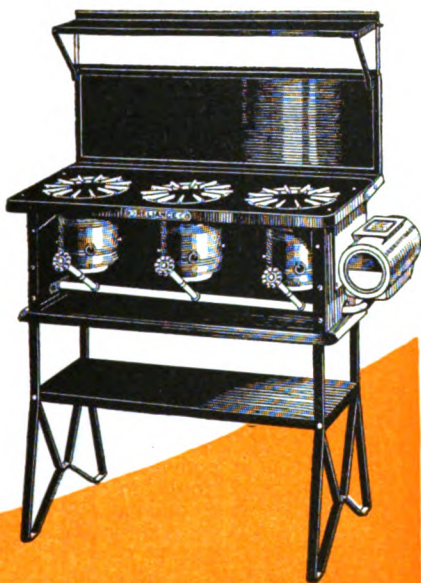
WITH its orders made out on a uniform blank, The Linder Hardware Co. knows just what is coming and about how much money is involved. The buyer signs the order and the salesman's signature is also at the bottom, with the estimated total amount of the bill of goods.

While the order is being given attention by the wholesaler or manufacturer, a duplicate is in the open file of the store for reference. Any correspondence in regard to the order is attached so that at all times a complete history of the order is available.

There is no confusion in regard to the department stock to which the goods are to go, or, if a special order, as to the party for whom it is ordered.

A Wickless Blue Flame Stove With Mantel and Base

Reliance is a high-class wickless oil stove at a most moderate price. Intense blue flame heat close to the cooking. Valve control. Powerful burners. Brass finished oil reservoir with glass end; visible oil supply. 30½" from base to top of stove. 44½" to top of mantel. 1, 2 and 3 burner sizes.



RELIANCE WICKLESS OIL STOVE

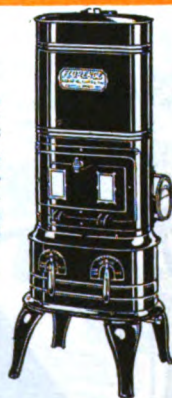
FLORENCE Portable Oven

Improved latch, hinges and door keep all heat inside. Asbestos interlined; welded grates; glass door; double heat spreader prevents burning on bottom. For use on any oil, gas or gasoline stove. No. 29-22, two-burner. Height, 18½"; depth, 13"; width, 21½"; weight crated, 30 lbs. No. 19-22, one-burner.



FLORENCE Tank Water Heater

Burns kerosene; two powerful Florence burners. Twenty-eight feet copper coils; exclusive, patented "water - leg" casting preheats water and prevents condensation. No. 22-20, 38" high; floor space, 17" x 17"; weight, crated, 77 lbs.



Cast Iron LAMP STOVES

Union, 1, 2, 3 burners; Model, 1, 2 burners. Brass wick tubes; 4 in. flat wicks.



The Old Fashioned Hoe is a Back Number

Hardware dealers all over the country are now selling

The MAGIC Combination Spring Tooth WEEDER HOE

because it embodies two good tools in one, a Hoe and a Weeder.

YOU MAKE MONEY on the Magic because it yields a good profit and is a good seller. Compare it with the old style hoe, and you will readily see why the MAGIC WEEDER HOE sells on sight!

Order from your jobber or send for folder and full particulars.

TWO
GOOD
TOOLS
IN
ONE



The F. H. REICHARD
Manufacturing Co., Bangor, Pa.

Has Cutlery Enough Room on the Map?

(Continued from page 13)

toward accomplishing the thing. First, we cannot hide our light beneath a bushel and expect customers to flock our way for pocket knives. The writer is a very firm believer in the power of advertising and the good results to be gained thereby. It is sometimes said that there is nothing new under the sun, but granting the truth of this statement cutlery sales can be stimulated through advertising special values in pocket knives.

In these days when customers are looking for reduced prices, it was recently a pleasure to institute a special sale of pocket knives. We advertised this extensively, displayed them prominently, and experienced splendid results. The sale consisted of several assortments of different patterns, blades, different sizes of knives and a variety of imitation stag and fancy Pyralin handles. The knives would ordinarily sell for a dollar and a half to two dollars, but we purchased them from one of our well known manufacturers so we were able to sell them at prices ranging well under a dollar. We had to reorder twice after selling the first lot.

Let me suggest one knife of special interest to boys and sportsmen. The hunting knife.

We stock three models in the hunting knife: one with a folding blade, one with a leather scabbard sheath (called a canoe knife) and the third equipped with a leather sheath for carrying at the belt. These knives happen to be the best known hunting knife on the market, so it requires little effort on our part to present the name of quality to our customers. As a result of the value of persistent advertising on the part of the manufacturer

Your Business Allies

Saniflush
The Hygienic Products Co.
Canton, Ohio

Lorain Oven Heat Regulator
American Stove Company
St. Louis, Mo.

3-in-One Oil
Three-in-One Oil Co.
New York City

Taylor Candy Thermometer
Taylor Instrument Companies
Rochester, New York

Blabon Art Linoleums
The George W. Blabon Co.
Philadelphia, Pa.

Kirsch Curtain Rods
Kirsch Mfg. Co.
Sturgis, Mich.

O-Cedar Polish
Channell Chemical Co.
Chicago, Ill.

Gorham Silver Polish
Harold F. Ritchie Co., Inc.
New York City

Dennison's "Club" Napkins
Dennison
Framingham, Mass.

Liquid Velvet
O'Brien Varnish Co.
South Bend, Ind.

Kiddie-Koop
E. M. Trimble Mfg. Co.
Rochester, N. Y.

The Wagner "Drip Drop" Roaster
The Wagner Mfg. Co.
Sidney, Ohio

Scott Tissue Toilet Paper
Scott Paper Co.
Chester, Pa.

Star Electrical Necessities
Fitzgerald Mfg. Co.
Torrington, Conn.

Congoleum Art Rugs
Congoleum Co., New York



IT SAVES THE WOMEN WORK

That's the chief reason
why Stovoil sells.

Every housewife will
appreciate also a clean
amber fluid that will
give her range a beau-
tiful polish—that will
not stain her hands—
and that will remove
and prevent rust.

Superior Laboratories
Grand Rapids,
Mich.



Retails at 50c
a bottle. Write
your jobber for
a few dozen
bottles.

**Cleans
Polishes
Kills Rust**

STOVIL
TRADE MARK

for you can open any sportsman magazine and see them in print and in pictures. The increasing number of campers, tourists and fishermen make it a very popular item.

The combination blade and tool Boy Scout knife is a very good one, too, and many are the delighted glances cast upon this glittering treasure by the youngsters as they line up in front of our cutlery case.

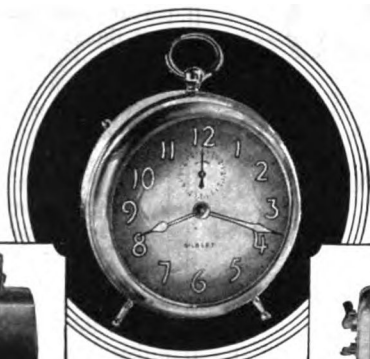
Next comes the big item of razors in the cutlery department of the hardware store.

We have a line of straight edge razors which we have sold for more than twenty years. We find that it pays to develop a trade for some line such as we handle, for it brings absolute confidence to us in the quality of these razors.

Our assortment embraces a stock of different size and shaped blades: heavy, medium and light. It is only the work of a moment to ascertain what kind of a beard the prospect has and to offer an assortment of handles in a definite blade for that person's individual needs.

We then tell him that we have selected the type of razor which will shave him best, but that he is to be the sole judge of its merit. If it fails to suit either his face or his own particular way of shaving or if he doesn't like it for any reason, he can exchange it for another, or get a refund of its purchase price. No ifs ands about it. It is a regular 10 per cent guarantee of satisfaction to the customer. Many a good razor may be just the thing for one man and fail to please his neighbor, so that is our reason for bringing the personal element good and strong into our sales talk. A return is a very rare feature and we do not even experience many exchanges in this line of goods.

Here again the manufacturers



Gilbert Thin-larm
No. 4585

*A new THIN-LARM
clock of beautiful proportions. Height, 7". Width,
5½". Its all-time luminous face keeps "Time in
sight — day or night."*



*Side View
Old Style Thick
Model Alarm*



*Side View
New Gilbert Thin-larm*

A Real Profit Payer!

The New Gilbert THIN-LARM

This is the first thin model alarm clock ever produced. It is far more saleable than the thickset alarms of yesterday.

But beauty, convenience, compactness and novelty are by no means its only points of superiority.

The Gilbert mirror finish preserves its appearance in service. The new bent glass and matless dial enable you to tell the time from any angle. The improved construction renders it practically dustproof.

Your customers want this widely-advertised alarm clock and will buy it on sight, at popular prices. Ask your jobber about the Gilbert Sales Plan, Gilbert Thin-larm Display Stand and Gilbert Advertising.

William L. Gilbert Clock Co.
Winsted, Conn.

"Makers of good clocks since 1807"

Gilbert Clocks

660 HERRICKS

*In Little More Than
One Season*

That's the record of one of Texas' best known retail stores. "It is the bread and butter line," the manager writes. "Easy to sell because the salesman has confidence in the HERRICK."

The Herrick Refrigerator appeals to all classes, is priced for all classes and practically sells itself.

Send for Latest Catalog

Write today for terms and complete descriptive catalog and make next season the best yet.

**HERRICK REFRIGERATOR
& COLD STORAGE CO.**

Waterloo, Iowa

The
HERRICK

The Aristocrat of Refrigerators

stand four square behind us. have known them to make free replacement of a handle broken three years after purchase of razor, and at the same time to put the razor into strictly first-class condition, so that it could not be detected from a new razor.

The safety razor is an important part of the cutlery department. Sell a man a safety razor and he is a repeat customer on blades for years; at least your chances are a little better than the other fellow's for his coming back to your store where he bought his razor.

In this matter of blades, we find that a customer gets into the habit of coming to one store for them, as we mentioned, and we try to turn this habit into a profitable one for us by always keeping up our stock of these different makes of blades. We figure that if we are out of his make of razor blades when he calls on us for them sometime, and he has to go to another store for them, then he is not quite as apt to remember us the next time.

A shaving brush, with soap or cream, go with many a sale of a razor, particularly if it is the first outfit, and as a matter of fact we try to remember to call a customer's attention to the soap or cream for shaving whenever we sell a package of blades.

Then with the straight edge razor sale, there is the strop and hone; the stropping machine goes with the safety razor many times, altho the percentage in favor of this latter device is not so overwhelming as to stop the sale of blades; many customers prefer to throw away the old blades, rather than bother to resharpen them.

Another big part of the cutlery department of the hardware store is one of interest to women, shears and scissors. There are shears and scissors of three or four different



GET READY

Business is on the rebound. The period of depression is giving away to normalcy. The unemployment situation is readjusting itself. The significance of this readjustment is to be found in the demand for increased production for us and in bigger sales for you. In years past we have never been able to fill all our orders.

WE ARE READY

Enlarged factory organization has put us in a better position to cope with the ever increasing demand for

MEISSELBACH

"Fishing Reels of Quality"

This is a period of specialties. When you can get a reel at a distinctly moderate price, and with a sufficient diversity of style, it will pay you to stock up with that one line. You will get a quick turnover with these leaders.

THE TAKEPART

THE TRIPART

We Are Behind You

with an advertising campaign of national scope. Field and Stream, Outers Recreation, National Sportsman, Forest and Stream, Outdoor Life, Outing, American Angler, etc. Your jobber will give you display cards and other helps free on request.

A. F. MEISSELBACH MFG. CO.

25 WEST 45th ST.

NEW YORK CITY

R. MURPHY

STAY SHARP

SHOE KNIVES



The different designs suit all shoe men's requirements.

R. Murphy Stay Sharp Knives for many trades make and hold trade for you.

take a keener edge and hold it longer. Shoe manufacturers, shoemakers and shoe repairers recognize the great saving or time and improvement in work made possible by this feature alone. The secret is the special tempering process we perfected many years ago.

Now is a good time to also feature Murphy Stay Sharp Paper Hangers, Knives and Murphy Oyster Knives. Their superior quality will make worth while business for you.

Send for new Catalogue

R. Murphy's Sons Co.
AYER, MASS.

kinds and an infinite number of patterns and sizes. A mere hardware store can't hope to stock them all, but it doesn't take much of a study to ascertain which are the best selling patterns, then to be governed accordingly in buying.

We carry two grades and in the better one, the same guarantee applies as in the case of our pocket knives and razors; in fact, the shears are made by the same concern which makes our straight edge razors, so our experience with them dates back over a quarter of a century of fair dealing.

On a panel in the rear of our cutlery case is a mounted display showing the different steps in the manufacture of these shears. This is very interesting to some customers, and to all it cannot fail to convince them of the care which is taken in the selection of materials, in the fusing, grinding and polishing. This is an old advertising feature, but a good one.

We must not forget that less elegant, but equally useful branch of the hardware cutlery department—kitchen and butcher knives. There are paring knives and slicers, spatulas, bread and cake knives and butcher knives, large and small. No kitchen is complete without several of them, and a whet stone should be in every family tool chest or drawer.

Getting back to the value of advertising, cutlery makes a splendid window display and most manufacturers, both in pocket knives, razors and shears, have a liberal supply of cutouts and lithographed window cards, which they are glad to send to all dealers who request the service, and the same thing applies to electros of the different items. These are very helpful in laying out an advertisement, and the window displays form unusual backgrounds and fillers.

We can put cutlery on the map



SHUR-RITE

The Quality Pencil

Cost Less — Last Longer —

AT LAST—A QUALITY PENCIL

—made by Jewelers—sold by Hardware Dealers everywhere. A large and complete assortment, in all metals and finishes—retailing at 50 cents to \$4.50.

Cash in on the enormous demand created by our full page advertisements in the Saturday Evening Post and other National Magazines.

Be the first in your locality to sell a Real Pencil—a pencil made by Jewelers—with all the earmarks of a fine watch. You'll see the effect on your profits as soon as you stock this wonderful nationally advertised pencil—the Shur-Rite.

To further back up our large national advertising campaign we have created a dealers' service department where your local advertising needs will be immediately supplied. Electrots of ads, cuts of all models of pencils, envelope inserts, window cards, etc.—all FREE.

Get in touch with your jobber, or write us direct for Illustrated Price List.

Made by Jewelers

SANDFELDER CORPORATION

Chicago and Attleboro, Mass.

New York Office
Herbert Weiss, Manager
32 Union Square

Pacific Coast Distributors
Wm. P. Horn & Co.
San Francisco

Canadian Distributors
A. R. MacDougall & Co., Ltd., Toronto



Quikwerk
TOOLS



Blacksmith Vises

ONLY fine steel
and fine work-
manship could give
Quikwerk Vises the
reputation they
have won.

Each jaw forged from a
separate billet. Leg,
body, and jaw forged in
one piece, which means
strength. Hand-cut, sure-
to-hold gripping surfaces
on the jaws. Sizes 30 to
200 pounds.

*Ask your Jobber for
Quikwerk Tools*

**THE WARREN TOOL
& FORGE CO.**

264 Griswold St., Warren, O.

in our hardware stores and do
in such a way that customers will
know where to go for that pocket
knife, pair of shears, razor, or
kitchen cutlery and our business
will increase accordingly.

Egg Contest Interests Farmers

A HARDWARE dealer of our
acquaintance whose store is in
a farming district did some ex-
cellent advertising through an egg
contest. The owner of the largest
hen's egg submitted was to receive
a five dollar gold piece.

He gave over one window to
the display of the eggs, laying a
velvet cloth on the bottom of the
window. On this he placed the
egg, the whiteness of it contrasting
vividly against the black back-
ground.

It Started Competition

The first day following the an-
nouncement of the contest only
one egg occupied the window, but
as they grew more numerous a
small hand-lettered card was placed
near each egg with the name of
the farmer who had submitted it,
and the name of his farm.

The spirit of competition which
always pervades a contest served
the hardware merchant very suc-
cessfully in this instance, as it soon
attracted wide attention in the
community and his window was a
source of interest.

The landlord had just dropped
in on Mrs. Flanagan and in-
formed her gently, but firmly,
that he had decided to raise her
rent.

"It's the darlint ye are, sir,"
replied Mrs. Flanagan, enthusi-
astically. "Shur an' I wor won-
derin' how I c'u'd raise it meself."

Business Building Helps for Our Dealers

The hardware man who stocks Chicago Flexible Shaft Company products is supplied with a wide variety of forceful selling helps of high quality. They are sent for the asking.

Sunbeam Electric Iron

Window Easels—Window Cards—
Counter Cards—Folders—Complete
Advertisements—Movie Slides—Cuts
—Individual Service.

Domestic Electric Iron

Window Cards—Folders—Com-
plete Advertisements—Movie Slide
—Cuts—Individual Service.

Clark Heaters

Window Hangers—Window Cards
—Folders—Movie Slide—Cuts—
Individual Service.

Stewart Clipping and Shearing Machines

Window Cutouts—Window Cards
—Streamers—Signs—Folders—
Movie Slides—Complete Advertise-
ments—Cuts—Individual Service.

Tell us today what we can do for you

Chicago Flexible Shaft Co.

5614 Roosevelt Road : Chicago, Illinois

31 years making quality products



That's what you tell your customer. Fluxing—the hard part of soldering, the part that requires most expertness, the part that takes most of your time and requires most explanation when you sell solder to the layman—that part is eliminated by—



The acid flux, scientifically prepared at the factory, is in the hollow core of this wire solder. Just before the solder is melted the flux is released and a perfect bond is the certain result. Send for a free sample—try it yourself. It stocks two items in one; flux and solder. So it's as easy to handle and sell, as to use.

Sold in one-pound cartons, and on one, five and ten pound spools

CHICAGO SOLDER COMPANY

4213 Wrightwood Avenue Chicago

Direct Factory Representatives:

The Faucette-Huston Co., Chattanooga, Tenn.

Louis J. Ziesel Co., 216 Market St., San Francisco

CHICAGO SOLDER CO. G. H. 1-22

Gentlemen: Please send me a free sample of Kester Acid-core Wire Solder.

Name.....

Company.....

Address.....

City..... State.....

Our Supply House is.....

CANNED FOODS WEEK
March 1-8, 1922. *Don't Forget*

Should the Hardware Store Sell Stoves?

(Continued from page 34)

owing to their liberal credit terms which makes it difficult to sell for cash or on reasonable terms a large amount of heating material. The situation may not warrant hardware stores making a hard fight for it.

"Our experience has been this—10 years ago we were selling practically no heating material, radiators and boilers had been handled by plumbers, furnaces by tinnerns and sheet metal establishments and stoves by furniture and installment houses who were asking from 50 to 100% profit and selling with a small payment down and stringing the balance out over a long term. We felt that heating material was not only legitimate hardware but that we needed the business to increase our volume of sales and we went after it. In four years we had worked up a business of around 10 car loads of heating material a year, which was satisfactory and profitable because the wholesale price was low, expense of handling was half what it is now and we could sell these goods at a popular price and still make a satisfactory margin. Then the war came on and our expense of doing business rapidly increased, much heating material was difficult to obtain and the price advanced so rapidly that while we maintained our volume of business our net profit was less. A year ago we became satisfied that furnaces lost us money—it cost too much to sell, install, get our pay for them, so have not shipped any for a year, during which time we have closed out what stock we had on hand and will never handle furnaces again.



**“STAR”
HACK SAWS**

“Best By Test”

**Manufactured
Exclusively for 39 years by
CLEMSON BROS., Inc.
Middletown
New York**

"Born Cooks"—



Acquire Their Reputation by
Using

WILDER COOKING THERMOMETERS
STANDARD

—accurate guides that save time, worry and effort.

If you do not carry **WILDER STANDARD COOKING THERMOMETERS**, write for information and prices.

Most widely used and advertised to your customers.

Wilder-Pike Thermometer Co.
Troy, N. Y.

Makers of Thermometers for All Purposes.



ROBERTSON Horseshoe MAGNET HAMMERS

THE HAMMER
HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U. S. Pat. Office

"We are now closing out our stove department because we know that it has been losing us money for the past year, as we must figure at least \$2,000 per year for rental space needed for sample room, storage and handling of stoves, while it takes the constant work of an average of 3 men to sell, black, set up and look after our stove department, an item of around \$4,000, expense of truck part time in hauling and delivering \$1,000 per year, advertising, insurance and interest on investment will figure \$800 more, or a total of about \$8,000 dead expense saying nothing of our general overhead, in which is included all of the office work connected with our stove department and a large percentage of collectors' time. As the largest percentage of our credit losses is on heating material, we can't figure less than \$10,000 a year against our stove department, and as we have stood a large amount of shrinkages on market declines, we have for several months refused to buy any goods on the open market in a regular way, simply picking up such bankrupt stock as came our way. Our present plans are to wind up our stove department entirely, believing that we can use the space for goods that turn faster and that can be handled with less expense. At the same time, I would strongly advise dealers in small towns to continue the stove business but to reorganize it to fit their conditions. In the first place, I would advise carrying not more than 2 lines, one of high grade, well known goods that stand well in their community, the other the cheapest good goods that they can buy to meet mail order house and installment house competition.

It's Time to Order

Climax Wall Paper Cleaner cleans up
for the housewife and for you.

It cleans her

Wall Paper
Window Shades
Flat Tone Walls
Cretonne Curtains

It cleans up profits for you because

It sells itself
There is a good profit
It has a quick turnover
Anyone can use it

Climax Cleaner is a household neces-
sity, used for years in millions of
homes. Packed in tin cans only

Get Your Order In Now

The Climax Cleaner Mfg. Co.
Cleveland, Ohio



then don't carry any more of this line than necessary to take care of their customers' needs, in other words put their stock on just as quick a turn over basis as possible and after they get squared away on a line don't take in a sample from every traveling man that comes along—this takes up valuable space, confuses your stock and doesn't accomplish anything—sell them for as near cash as possible, avoid long time contracts at any price from irresponsible people that will make you more loss than profit, as no matter what you get for a stove if you have to take it back worn out you are in for a bad loss unless you have already collected the cost of the stove.

"Another advantage of selling stoves is that there are so many collateral lines of goods that can be sold in connection with them and that you will not sell unless you have stoves to round out your stock. I doubt if any hardware dealers in towns of 10,000 or less can afford to throw out stoves but believe that they can make them a profitable line if properly handled. However, as we are obliged to discontinue for abnormal reasons explained above, we shall continue to handle heating boilers and radiators, as they don't take up so much room, can be handled cheaply and pay a fair profit."

—Vandervoort Hardware Co.

Giving Service Makes Buchanan Co. Stove Business Profitable

"Our firm has specialized in stoves for over fifty years and we have had the reputation of carrying one of the largest assortments of any country store in Central New York. During these years we have built up a large business in ranges and

heaters and it has been handled at a profit.

"In the first place we mean to give first-class service in regard to repairs for all stoves sold to us, carrying in stock a very good line of parts that are required to be replaced and even some of the out-of-the-ordinary repairs. In showing stoves to a prospect we emphasize particularly this point of service and we believe it has been a great factor in building up the business.

"We have with us a very competent stove-repair man, who can take a stove apart and re-mount, making a first-class job. During the dull winter period we sometimes take apart some of our ranges and heaters and rebuild same, using new parts where necessary. These stoves are turned out in first-class condition and we are very glad to sell them to our customers at bargain prices as compared with new goods.

"Another feature of the business that has been profitable to us is the rental of stoves. In fact, we do practically everything in the stove line, storing, repairing, moving, and blacking and consider ourselves stove specialists. The Department brings a good profit and we would not consider dropping stoves and ranges from our stock.

"This Department also brings us a large business, especially in the fall, for pipe, blacking, stove boards, mica, and such articles. We know that our Stove Department brings a large number of people to our store and this means that we also sell many other items which we have attractively displayed about the store."

—Buchanan Hardware Company

DEMAND
Better evidence
than this

39122-7
1776 1/2 x 19 Plow Steel

**PLOW
STEEL**

EVERY OPERATOR who depends upon wire rope for hazardous work and every workman who risks his life with wire rope has a right to demand a more positive evidence as to the grade and make, than the tag on the rope or a mark on the reel

You'll find this protection in
**WILLIAMSPORT
WIRE ROPE**
Not in one grade but all grades

Every foot of Williamsport rope made since November has a patented Telfax Tape running clear through the hemp core, which plainly indicates each grade. For years able engineers who have sensed the dangers from errors and substitution, often at the cost of human lives, have demanded the protection you now get from WILLIAMSPORT. No concern who sells you wire rope has a right to expect you to take his word for its grade. Human life is too sacred to risk to careless mistakes so easily made. WILLIAMSPORT is a quality product and for years the output of this mammoth plant has been absorbed by operators whose requirements demanded uniformly high quality. Increased facilities now make available to all this famous rope with Telfax Tape protection.

A handsome Telfax Color Chart and a booklet on Modern Wire Rope mailed on request

WILLIAMSPORT WIRE ROPE CO.
"accepted as the best"

Main Office and Works
Williamsport Pa.

General Sales Office:
Peoples Gas Bldg.
Chicago, Illinois

TRADE
Steinfeld
MARK
Home Furnishings

*Steel Hamper**Wall Cabinet**Bath Chair**Bath Stool**"Frigerette"
Combination Refrigerator and Porcelain Top Table**Shoe Polishing Cabinet**Kitchen Table**"Jewel" Refrigerator**Pastry Table**Kitchen Cabinet**"Jewel" Refrigerator*

CATALOGS
and Prices will be
cheerfully sent
on request

STEINFELD BROTHERS 116-120 West 32nd St., New York
"JUST WEST OF BROADWAY"



BULK GARDEN SEEDS

AND

BULK PROFITS ARE SYNONYMOUS

The above is only one of the reasons why you should sell Garden Seeds in Bulk, and handled in the LEONARD WAY combining elegance in appearance, simplicity in selling method, and first, last and all the time, **QUALITY**.

The fact alone of giving more Seed for the money than in packets, will attract many Home Gardeners to your store and everyone that comes to buy Seeds is always a prospect for your other goods, and the satisfaction the seeds will give them by good results will keep them coming and thus make permanent customers of them.

The simple way of selling Bulk Garden Seed by our method will appeal to you. **THE BETASCALE SEED MEASURING GLASS FIXES THAT.**

We furnish beautiful Lithograph Labels showing each variety of small Seeds, also stiff cardboard labels for the Peas, Beans and Corn, telling whether early, medium or late, the height and whether green or wax pod, so that you need no seed experience whatever to sell the goods.

More for the money—Better Seed—Large Profits.

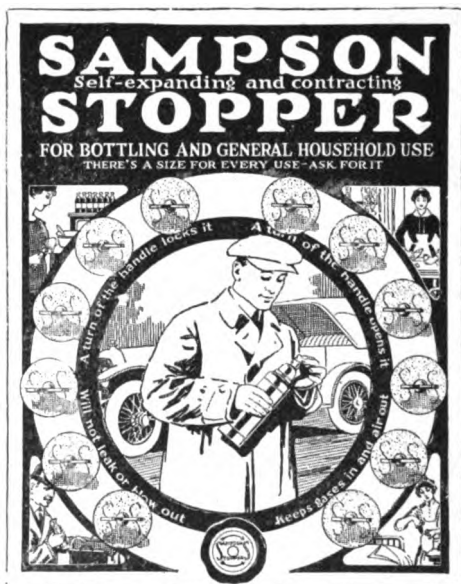
We sell to Dealers only outside of Chicago.

Write today for Literature.

THE LEONARD SEED COMPANY

226-228-230 West Kinzie Street

Chicago, Illinois



Here's a Stopper That Fits Any Kind of Bottle

They Sell by the Gross These Days

CAN you picture the selling possibilities of a stopper that will fit almost any kind of bottle, that seals it beyond a shadow of a doubt and that can be used time and time again?

The Sampson stopper is a self-expanding and contracting bottle stopper, is simple and sure. A turn of the handle expands the stopper so that it seals the bottle no matter what the pressure. A reverse turn opens it. Made in seven sizes for household use, vacuum bottles, etc.

Put a display card on your counter and watch the stoppers go.

Order an assorted gross from your jobber or write us direct giving name of your jobber.

ROBERT E. MILLER, Inc.
11 Broadway, New York

A Sales Building Deal

Every hardware dealer is interested in our national advertising campaign offering a pint of Johnson's Prepared Wax (Paste or Liquid) free with our new Weighted Floor Polishing Brush. This offer is being made in the December issues of Ladies' Home Journal—Woman's Home Companion—Good Housekeeping—and other publications of the same character.

JOHNSON'S *Paste - Liquid - Powdered* PREPARED WAX

Johnson's Prepared Wax is the standard brand—the advertised brand—the quality brand. If you handle JOHNSON'S you need no other Wax.

New Weighted Polishing Brush

The new Johnson Weighted Polishing Brush will last for years and save many times its cost. With it every housewife can keep her floors and linoleum like new.

Mail coupon for our proposition giving a pint of Johnson's Prepared Wax free with every brush. It's a money maker—DO IT NOW.



S. C. JOHNSON & SON, Dept. GH1, Racine, Wis.

Please write me your proposition offering a pint of Johnson's Prepared Wax (paste or liquid) free with your new Weighted Polishing Brush.

NAME

ADDRESS

Our Jobber is

Iron Horse Metalware

As Strong As The Name Implies

THE FACTORY BEHIND THE PRODUCTS

—not merely a spacious modernly designed factory covering acres of floor space, but a factory equipped with the most approved type of metal working equipment, manned by thoroughly experienced metalworkers who know how to build that exceptional degree of service and satisfaction into the finished Can or Pail that has played such an important part in making

Iron Horse Metalware

the standard by which all others are judged, the world over.

If you have not a copy of our latest catalog, send for it today.

Rochester Can Company
109 Hague Street, Rochester, N. Y.



STIMPSON FORKED RIVETS



ONE
CARTON
OF
12
BOXES



50
RIVETS
AND
ONE RIVET
HOLDER
IN EACH
BOX

THIS LABEL APPEARS ON EACH SMALL BOX

Your Jobber Will Supply You
SPECIFY "FORKED RIVETS"

Edwin B. Stimpson Company

801 Kent Avenue, Brooklyn, N. Y., U. S. A.

Over
Half Million
Sold Every
Week

MENDETS

TRADE MARK REG. U.S. PAT. OFF.

A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.
Amsterdam N. Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber)

Jobber's Name

City

My Name

Address

City State





The Commercial Romance of 1921

THE human race took a long step forward when this country made it *respectable* for a man to earn his own living.

Today, if Americans couldn't talk *business* at lunch, most of us would prefer to go off and eat by ourselves.

Even at social gatherings, men manage to drift together for some touch-and-go business gossip to finish the day.

Probably your own boy, long before he is able to vote, feels the national instinct to *start something*.

American characteristics that may explain in part the peculiar public interest in the New Improved Gillette.

All the circumstances surrounding the New Improved Gillette stir a man's feeling for *commerce*.

The radical new invention. An improvement so basic that nothing in the Patent Office contained even a hint of its slightest detail.

The courage to put this new invention on the market—risking the twenty-year old Gillette prestige on *faith in the public understanding and appreciation*.

The immediate response of the Gillette public. 600,000 New Improved Gillettes in America. Nearly 400,000 to England, France, Holland, Belgium, Denmark and Italy. And thence to the remotest parts of the earth.

Night-shift production in the Gillette Factory, meeting the demand as it doubled, and doubled again.

* * *

You may often hear it said that "The way this New Gil-

lette is going over reads like a romance."

Times may fluctuate.

Human beings do not.

The reward is still to the *pioneer*.

Pioneering in the field of enlarged service to men in their restless human ambition to *go forward*.

Important About the New Improved Gillette—A Word About the Blades

Most men prefer to screw the razor up *tight* to get the most satisfactory shave.

Gillette deems it proper to ask the public to use Gillette Blades only in *genuine* Gillette Razors.

The Gillette Blade and Razor are developed to work *together*. No Gillette Blade can deliver its full shaving quality unless used in a *genuine* Gillette Razor—built by Gillette, in the Gillette way and up to Gillette standards.



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known for years—but now your blades can give you all the luxury of the finest shaving edge in the world.

A shaving edge guarded from the face, but free to the beard.

Identify the New Improved Gillette by its

Pulcrum Shoulder
Overhanging Cap
Channelled Guard
Micrometric

Precision
Automatic
Adjustment

Diamond Knurled
Handle

Diamond Trade-
mark on Guard

Finer Shave—
Longer Service

More Shaves
from your Blades

In SILVER and
GOLD

Shaving Sets and
Traveler Outfits

\$5 to \$75

GILLETTE SAFETY RAZOR CO.
Boston, U. S. A.

The New

Improved

Gillette

SAFETY
RAZOR

Patented January 13th, 1920

Out for new records in 1922

There was never a time in our history when our factory was busier than it is now. Orders have been pouring in for months—even our capacity doubled to that of last year is taxed to meet the demand for the new



BEE-VAC ELECTRIC CLEANER

Its extraordinary features make an instant hit with every woman who sees it. The light weight, ease of operation, superior suction,—all have an appeal which when coupled with moderate price

\$42

East of the Rockies

make sales a certainty. We have a sale plan which is making money for others. Let us tell you about it.

*Here it is—the
Greatest Electric Cleaner
Bargain in
America*

*Write today for
special sales
proposition*

**B I R T M A N
ELECTRIC COMPANY**

Dept. D 4
Lake & Desplaines Streets
Chicago, U. S. A.

TRADE MARK Red Devil Tools



“Red Devil” Tools *at the reduced* *schedule of prices* ***Are Greater Sellers***

“RED DEVIL” Tools at the new reduced prices give greater value than ever before. They appeal to everyone who is trying to economize and save money.

The reduction is big enough to take care of the expected drop in the cost of raw materials for the next six months—to protect the trade.

“Red Devil” Tools sell all year 'round to mechanics, electricians, carpenters, glaziers, tinsmiths, motorists and householders—at a price they can afford to pay. Over twenty years' reputation for quality behind them.

Send for the 175 page
“Red Devil” Catalog and
new trade price list —
no obligations.

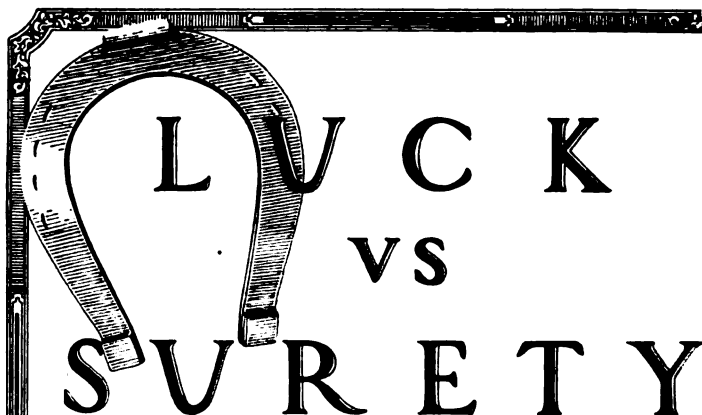
SMITH & HEMENWAY
COMPANY, INC.

Manufacturers of “Red Devil” Tools
251 Broadway, New York, N. Y.

Pliers
Glass Cutters
Screw Drivers
Auger Bits
Hack Saw Blades

Hack Saw Frames
Tinnerns' Snips
Chain Drills
Wrenches
Cold Chisels

Lock Washers
Buffalo Grips
Havens' Clamps
Linemen's Tools
Electricians' Tools



Sorcery and witchcraft,—Reliance on the magic charm of the horseshoe, the rabbit's paw, the four-leaf clover and other tokens of luck have succumbed to the advancement of the human intellect which now demands the tangible and the positive.

Structural workers, builders and painters have learned that the utmost confidence and reliance can be placed in scaffolding supported by *Columbian Tape-Marked Pure Manila Rope*—as the red, white and blue *Tape-Marker* bearing the words "Guaranteed Rope, Made by *Columbian Rope Co.*, Auburn, N.Y.," is the tangible and positive proof of the utmost quality in Rope.

The colored tape runs in one strand throughout the entire length of every coil. Insist on its presence—it is your Rope Insurance Policy.

Columbian Rope Company

432-80 Genesee Street

AUBURN, N. Y. "The Cordage City"

BRANCHES:

New York Chicago Boston Houston Baltimore





Dealers Everywhere Are Making Money On Stormtight

Our advertisements will send customers into **YOUR** store—and the quality of Stormtight makes them come back for more.

Stormtight does away with the old expensive plan of tearing off the old roof and putting on a new one.

Stormtight

FOR USE ON ANY ROOF IN ANY WEATHER

is a watertight covering which is brushed (liquid) or troweled (plasting) **OVER** the old roof, thus saving on labor and material cost.

New dealers—**ONE** in a locality are signing up.

The most important national magazines and your local newspaper carry the compelling Stormtight advertising right to your customers—if you are the **ONE DEALER.**

*Write for the Dealer Book. It's profitable to act **BEFORE** your territory is gone.*

L. Sonneborn Sons, Inc.

Dept. 40

264 Pearl St.

New York City

Acme Freezers are now made in two sizes

**2 and 4 quarts
Tin and Galvanized**



**2 Qt. Size Retails at
\$1.25 to \$1.50.**

**4 Qt. Size Retails at
\$2.25 to \$2.50.**

**Order from your
jobber.**

The ACME Ice Cream Freezer proved a big money maker for hardware merchants in 1921. We are convinced that you can sell more of these popular freezers in 1922 than ever before.

The public will unquestionably continue to demand an article that is reasonably priced yet substantially constructed. We guarantee the ACME FREEZER to be well constructed throughout and to give absolute satisfaction. We stand squarely behind that guarantee.

With each Freezer is supplied a recipe folder giving numerous ways of making ice cream and ices. With an ACME Freezer your customers can make delicious ice cream in five minutes at half the cost of store cream.

**RITTER
Can & Specialty Co.**
Philadelphia.

**Factory Selling Agents
BEH & CO., 1140 B'way, N. Y. C.**

Acme Freezers Sell all the Year Round

"DRAINAL"

(The Strongest)

WONDERFUL DRAIN PIPE CLEANER

"DRAINAL" nets you over **100% profit**.

No *ifs* and *ands*, but it does the work.

Can be *retailed* at 50c a can.

Our prices are lowest, our package the most attractive.

"DRAINAL" is absolutely guaranteed by the largest drain pipe solvent manufacturers in the world.

NO FUMES

Quickly clears stopped up drain and sewer pipes. Opens frozen drains and clears like magic.

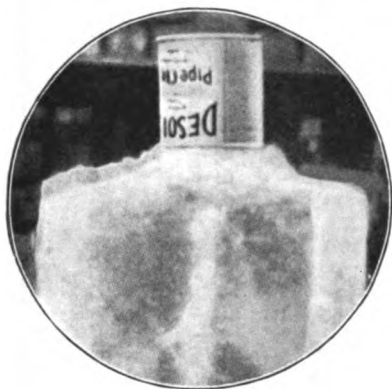
If your jobbers do not handle "DRAINAL" DRAIN PIPE SOLVENT, write us; prices and samples will be sent you on request.

S. WANDER & SONS' CHEMICAL CO., Inc.

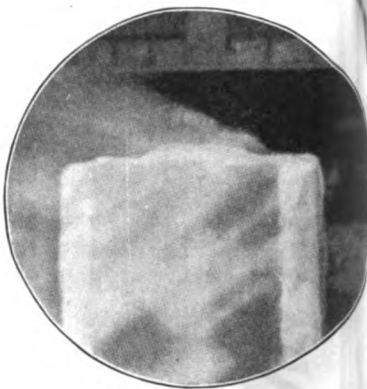
Executive and Sales Offices: 21 East 40th Street, New York City
FACTORY, ALBANY, N. Y.



Packed in one and two pound friction top cans. Two and four dozen cans to case.



This shows Desolvo—in dry form—placed on a cake of ice in zero weather.



This shows the same ice eight minutes later with a hole melted clear through it.

Thaws Frozen Pipes

Pipes frozen solid can be cleared in a few minutes by using Desolvo with no call for hot rags, boiling water, candles, blow torches, electric current, etc. There are no broken joints, no disturbed traps, no mess, no trouble, no harm done to pipes. Simply pour the dry contents of a can of Desolvo into the frozen drain pipe, trap, stack, flush tank or whatever and in a few minutes the pipes are free from all ice or other stoppage. Set a display of Desolvo in your show windows, impress on your customers the advisability of having a can or two on hand at home against an emergency.

Desolvo nets you a nice profit, your jobber has it; stock it, it will pay you well.

The Chamberlain Company

Pittsburgh, Pa.

SPRAKE SALES CO.

Los Angeles, San Francisco, Denver, Portland

DESOLVO

JOBBER'S

LOOK! NOTICE! and READ!

Save
Shipping
Clerk's
Time



Eliminate
Shipping
Room
Waste

Coleman's cups are packed as shown above for Reshipment.

Coleman's cups are made of a **SPECIALLY** prepared
HIGH GRADE GUM RUBBER

Both Red and Black.

The **RIBBING** on the in and outside strengthens the cup, the wall is thin which gives a more pliable and resilient cup. The **CORRUGATIONS** on bottom give a perfect suction and force action. The **SOCKET** connection of handle prevents the cup coming off when in use.

Made in three sizes, 4, 4½ and 5½ inches.

All guaranteed to please your customer.

THEY HAVE NO EQUAL

Write for particulars.

RETAILERS, be sure your jobbers furnish you **COLEMAN'S PERFECT** cups packed as shown which keeps them clean and straight until sold.

If he will not, order direct.

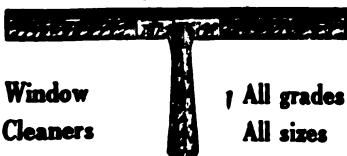
ALLAN J. COLEMAN

Manufacturer

208 N. WABASH AVE.

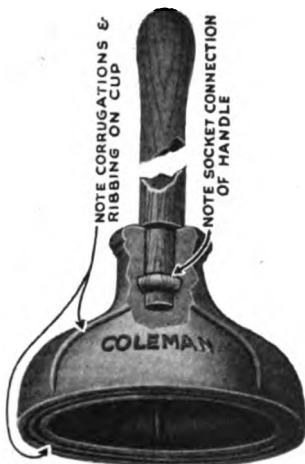
CHICAGO, ILL.

We also manufacture



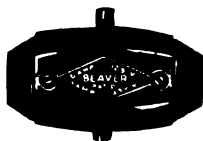
Window
Cleaners

All grades
All sizes



BEAVER PACKAGE "B"

*A complete assortment of switches
for household electrical appliances
for a minimum investment.*



FEED THRU SWITCH

For all table devices, toasters, etc. More easily connected up than any other.



**BEAVER
SWITCH-
PLUG**

The new combination switch and heater plug—especially adapted to electric irons.



**BEAVER
COUPLING
SWITCH**

Makes any standard attachment plug into a switch. Especially good for room heaters.

You hardware merchants are finding the electrical appliance field more and more profitable.

But many appliances are not provided with "switches" by their manufacturers. That's where Beaver Switches fill a real want. You need a complete assortment without too big an investment.

Beaver Package "B" is IT

It contains

- 20 FEED THRU SWITCHES
- 10 BEAVER PLUG ALL PLUGS
- 3 BEAVER SWITCH PLUGS
- 5 COUPLING SWITCHES
- 10 BRASS PENDANT SWITCHES

And a complete assortment of special sales helps—a counter display carton—wall hangers—window signs.

If your jobber has not Package "B" in stock write us sending his name.

BEAVER MACHINE & TOOL CO., INC.

FACTORY, NEWARK, N. J.

Sales Office: 50 Church St. New York City

BEAVER SWITCHES

"MORCO"

Trade Mark Registered

STILLSON WRENCHES



Morco Stillson Wrenches

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to guages—this assures absolute interchangeability and ease of operation.

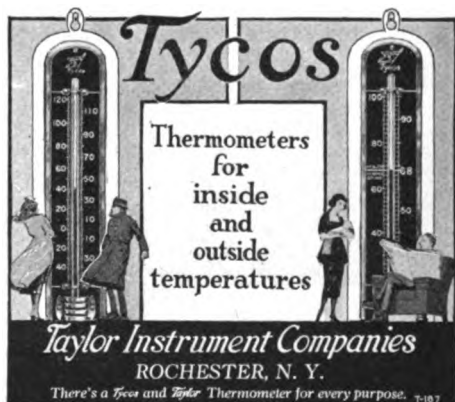
Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

MOORE DROP FORGING COMPANY
SPRINGFIELD, MASS.

The Government Advertises the Weather in Newspapers

WEATHER FAIR, THURSDAY AND FRIDAY
LOOK FOR RISING TEMPERATURE.

Tycos Thermometers are Advertised in National Magazines

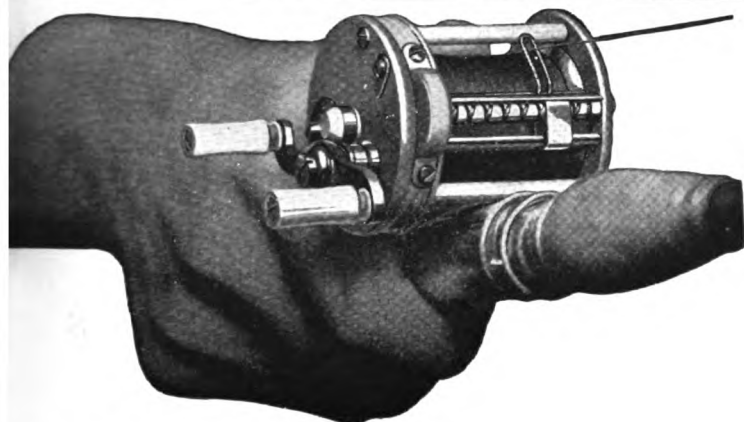


We supply the display cards which, placed in your window, make the sales for you. Get our latest catalog.

Taylor Instrument Companies

ROCHESTER, N. Y.

*There's a Tycos or Taylor Temperature Instrument for
Every Purpose*



GUARANTEE

This Level Winding Reel to Your Customers

Heddon *unqualifiedly* backs this reel for a lifetime of fishing. You will do the same when you see The Lifetime Companion and know about the famous 1350 hour test.

Imagine a reel so accurately made that the instruments used for inspecting it will measure the variation in the thickness of hairs. Mount that reel on a bench in a machine shop and run it at the terrific speed of 12,000 revolutions per minute. Drive it 9 hours a day for five consecutive months by a belt from a line shaft for operating heavy machines! 1,350 hours of that! Then 3 solid months of fishing in Florida—all day, every day, with lots of big fellows fought and landed.

That's the test we gave a Heddon Level Winding Reel. Although equivalent to many years of fishing, even a close microscopic examination after it was over showed no evidence of wear beyond an occasional spot polished bright. The reel was as good as new. That's why we named it The Lifetime Companion.

That's why your customers will thank you for acquainting them with The Lifetime Companion. It gives the same faithful service that characterizes all Heddon-Dowagiac tackle, and Heddon GUARANTEES it for a lifetime. Price \$35.

Write for dealers' discount.

MADE BY HEDDON *Guaranteed to Last a Lifetime*

Quiet spiral gears of the finest phosphor bronze, special tool-steel reversing screw, hardened and tempered; steady bar that relieves the pawl of wear; exacting accuracy that demands fitting within the thousandth part of an inch; expert handwork throughout. These are a few of the Heddon standards in building The Lifetime Companion.

JAMES HEDDON'S SONS • Dowagiac, Michigan

mgm



Liberty HOT PLATE

LOOK AT IT—high grade all through—strong, simple, durable and beautiful.

Good enough for a palace, but priced for a kitchenette.

Spot light a window full of Liberty Hot Plates, get behind a bunch of them on your counter and listen to the music of your cash register.

Sell it at \$2.00 and you make a bigger profit than you get on staples. It looks like a \$5.00 job—works like it.

11 Points

1. Beautifully made, best in plate on the
2. Long heat radiating sur
3. Strong, b nickeled grill
4. Three ext cannot injur
5. Joints tig No sharp cor
6. Thick asb and reflect
7. Nickeled strength and neath.
7. Six feet of tension cord
9. Standard lamp or base
10. Cord is s with pressed
11. Name "Li on under side for it.

retail-

Showing It Sells It

The lowest-priced, high-grade, practical hot plate ever put on the market. Full size, 7½ inches wide, 4 inches high, 110 volt, 400 watt, 42 inches of coiled heating element. Fully guaranteed, built for hard service. No come backs. No servicing troubles.

Great Trade Builder

Put your Electrical Department on the trade map with the Liberty. Make quick money, real profit. Make new customers. Convince everybody that your store is the real place to buy electrical appliances.

To Help You Sell

Splendid colored easel card, 14 inches by 22 inches, packed with every order. Makes stunning window or counter display. Sure fire silent salesman.

Snappy, sensible advertising for your counter, for mailing, that really helps sell.

Big Production—Big Sales

This high-quality, low-price is made possible only by our big production. It's your opportunity to make big sales and snappy profits. Be sure you get yours by getting your order in now. Packed 24 in carton with complete display.

It's Up To You

Ask your jobber. If he cannot supply you at once, wire or write and we will ship direct, and we will bill through jobber you indicate.

Further particulars cheerfully furnished.

The Liberty Gauge & Instrument Co.

(ELECTRICAL DIVISION)

6545 Carnegie Avenue

Cleveland, Ohio

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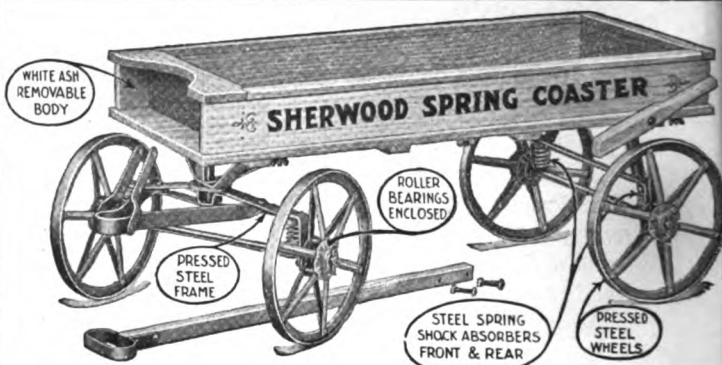
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Look



Sherwood Spring Coaster. Roller bearings give speed. Steel shock-absorbing springs give comfortable, easy riding. Rubber tires give quiet gliding. Riveted steel wheels and frame give strength.

You Can't Fool the Kids

Even the little shavers know there's a certain something built into a Sherwood Coaster Wagon which makes it better than the other fellow's.

The older boys and girls know what that something is—

The Sherwood's roller bearings make it win every fair race;
The springs and the rubber tires make it ride "just as good and easy as dad's automobile."

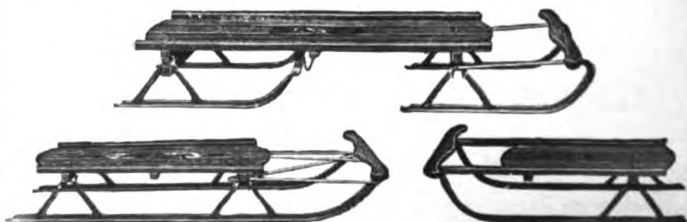
And the ton-carrying ability makes it last "forever and ever."

There's a real substantial profit for you in selling Sherwoods, because our plan makes them sell fast, with good profit per sale. Get a few boys and girls to use Sherwoods and they all will want them.

If your jobber can't supply you, write direct to

Sherwood Bros. Manufacturing Co., Inc.
Canastota, N. Y.

Sherwood "Steeroplanes" have grooved runners to prevent skidding, and full-length flexibility for quick turning.—**Sherwood "Auto-bobs."** Oscillating bobs and grooved runners promote speed and prevent skidding.





No. 500 Duplex Plug



**PLUGS ARE
THEIR OWN
SALESMAN**

The No. 500 "Best" Duplex Plug is an original sturdy device, mechanically and electrically perfect. Will take shadeholder on either outlet. Retails at \$1.00.

The No. 1150 Heater Plug with Push-Thru Switch, the perfect item of the electrical line. Retails at \$1.35.

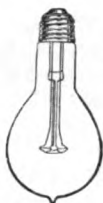
**REAL PROFITS FOR
LIVE WIRE
DEALERS AND JOBBERS**

Write to-day



No. 1150

Manufactured by
HENRY HYMAN & CO., Inc.
NEW YORK—476 Broadway
CHICAGO—212-216 W. Austin Ave.

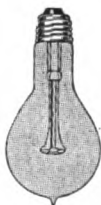


"1922"



Make this a banner year in the sale of lamps.

Jobbers, Retailers and Distributors everywhere should begin the new year right by writing for a "SAVE" proposition.



Here's the lane that leads to the Road of Success.



SPECIFY

 **SAVE**

SOLD OUTRIGHT

No Troublesome Contracts

No Resale Restrictions

*Warehouses, Factory Representatives
and Distributors Everywhere*



—
MAIN OFFICE AND FACTORY

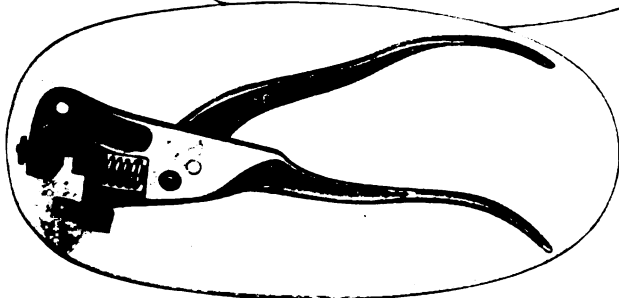
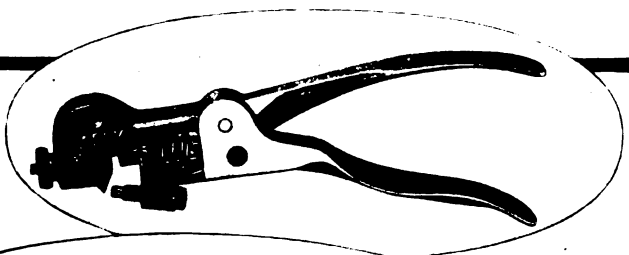
Save Electric Corporation

220-254 36th Street

Brooklyn, N. Y.



Our new additional factory (capacity 20,000 lamps per day)
now in operation at TOLEDO, OHIO.

Nos.
3 & 4

No. 5

A MORRILL SAW-SET

for every kind of saw

OTHER MORRILL PRODUCTS

Nail Pulley—Does the job with half the usual amount of work. Built to last and to do its work quickly and well.

Bench Stop—A standard article needed in every wood working shop. Also liquid soap dispensers, lead seal presses and paper and metal punches.

THE modern type of saw set dates back to 1878, when Chas. Morrill brought out the No. 1 old style saw set, now out of date, but the forerunner of the whole Morrill line.

Before that, saws were set with a hammer and an anvil. This injured the saw and was unsatisfactory in every way. So Chas. Morrill invented a tool that would give the necessary set to a saw with accuracy and without injury.

Morrill saw sets have been developed to take care of the requirements of every type of saw. Saw sets Nos. 3 and 4, which are shown above are for cross cut and circular saws. No. 5 is especially designed for timber and board saws. The Morrill "Special" is for hand saws and has the widest sale of any in the line.

Morrill saw sets have never been sold on a price basis. Their reputation has been built solely on quality of material and perfection of design. You can sell any Morrill tools with the assurance that the tools won't come back but the customer will.

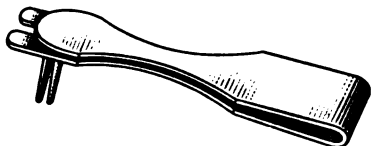
Order Morrill Bench Stops, Saw Sets and Nail Pullers from your jobber

CHAS. MORRILL

NEW YORK



AS originators of the tubular rivet, we have created a standard by which every rivet of this style must be judged.



Look for the handy tool in your clinch rivet boxes—an exclusive feature of this quality product.

Insist on having what you want.



Tubular Rivet & Stud Company
Boston, Massachusetts

CADILLAC

ELECTRIC VACUUM CLEANER



*Approved by
Good Housekeeping
Institute*

Thirteen years ago

The Cadillac blazed the trail for the Portable Electric Vacuum Cleaner. It embodied radically new and revolutionary ideas and principles in vacuum cleaning and has maintained its leadership in mechanical design, construction and workmanship ever since.

Dealers who signed up with us thirteen years ago are still strong for Cadillac. The Cadillac has been a winner for them and it will be a winner for you.

The 1922 Cadillac is a masterpiece. Four models retailing at

\$39.50 to \$47.50

Universal oversize Motors (1/7 to 1/4 H.P.), friction-driven, soft bristle brush which cannot injure the nap, no belts or gears to wear out, pistol grip handle, all castings made entirely of aluminum highly polished. Nothing finer in workmanship or finish.

Write to obtain the CADILLAC agency in your city and inquire about our special co-operative plan.

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 78 Duchess St., Toronto, Ont.

THOMPSON'S DRAIN- PIPE CLEANER



It Saves Plumbing Bills

**THAT'S WHY IT'S A STEADY AND PROFITABLE
SELLER BOTH WINTER AND SUMMER**

**What every merchant wants in stock that will sell all the year round,
that will sell surely and swiftly and at a good profit. THAT'S
THOMPSON'S DRAIN-PIPE CLEANER.**

Thompson's Drain Pipe Cleaner will clear out most stopped up pipes
in a very few minutes, without the slightest injury to the finest
plumbing.

Everyone has trouble some time or another with clogged pipes.
This is the reason why Thompson's Drain Pipe Cleaner is a steady,
year-round seller. Over 4,000 merchants are enjoying a steady,
profitable business on this special product.

In addition to cleaning drain pipes, it can also be used for cleaning
garbage pails and refrigerator drain pipes; it is a most effective paint
and varnish remover; it will thaw frozen drain pipes in short order.

DEALERS' PRICES

No. 1—The 50c. size, containing 1 lb. \$4.00 per dozen

No. 2—The 85c. size, containing 2½ lbs. \$7.20 per dozen

In 3 dozen lots, 5% off; six dozen lots, 10% off.

Thompson's League of Merchants, Inc.

50 Church Street, New York City

*Here's a Real
Metal Mender*



Place It on Your Counter

Order a carton of Hercules "Cold Soder" tubes, place it on your counter and watch the tubes go and the quarters come.

Hercules "Cold Soder" is a sure mender of all metal leaks. It reclaims leaky pots, pans, pails, boilers, radiators, even aluminum and granite.

No heat nor tools are required. Just press this semi-liquid into the leak and let stand until hard.

A splendid seller and an outstanding repeater. A universal demand has been established for Hercules by a big national advertising campaign, including Saturday Evening Post.

Place Hercules on *your* counter by ordering from your jobber today.

HERCULES PRODUCTS CO.
Council Bluffs, Iowa.

HERCULES

Cold Soder

We Advertise for You
In Nineteen Twenty-two

The Original

"COOK AND SERVE IN THE SAME DISH"
Guernseyware
ON THE STOVE ~ IN THE OVEN ~ ON THE TABLE ~

Vitrified Porcelain Casseroles, Teapots, Ramekins, Baking Dishes

In Foremost Women's Magazines

Referring buyers to your store for Guernseyware cooking utensils that are the best obtainable in quality, design, pattern and endurance identified by

This Trade Mark
Prepare now to profit by this National Publicity Campaign. It will sell your goods.



On Every Piece
Write for full illustrated Catalog of Guernseyware Cooking Utensils. We will also be glad to give you detailed information regarding our Hotelware line.

The GUERNSEYWARE CO., Cambridge, O.

STEARNS



STEARNS

Three Quick Sellers That Every Dealer Should Carry

STEEL BAR CARPENTER'S CLAMP, No. 1

Rolled from a special quality of steel. "T" shape gives added strength. It is notched on lower side for greater holding power.

CARRIAGE CLAMP, No. 61

Malleable Frame. Steel Screw.

REVERSED LEVER SAW SET, No. 395

Shaped to fit the hand. Embodies features that are exclusive. Nickel or gun metal finish.

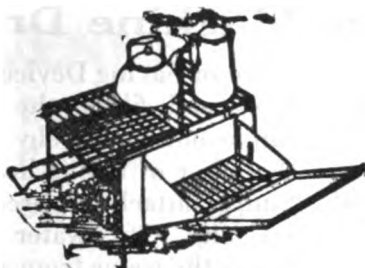
Write for our catalog of **HARDWARE SPECIALTIES**

E. C. STEARNS & CO., 150 Oneida St., Syracuse, N. Y.



Nugget Camp Kit

D
U
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B
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E



P
R
A
C
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A
L

A practical, folding Camp Stove and Oven that has become the most popular on the market. It is not a make-shift but will successfully cook, bake and broil.

Kit consists of Stove, Meat Broiler, Detachable Oven, Frying Pan with folding handle, and Kit Bag. Every piece is strongly constructed and gives long service.

Designed after years of experience in the manufacture of Camp Grids and Camping Utensils that **SELL**. Write us for descriptive circulars.

Dept. CG

UNITED STEEL & WIRE CO.

Battle Creek, Mich.

Manufacturers of Camping Utensils

Make a "Special" of this
Grinder and Buff at **\$25.00**



Or, you can sell this at \$35.00 to \$40.00 and still be below the market for a tool of this size.

Motor is $\frac{1}{2}$ hp. Marathon OK, 110 or 220 volt, 60 cycle, operating at 1740 rpm. Easy to attach drive pulley in place of buff or wheel.

Machine has $6\frac{1}{2}$ in. Norton Abrasive Wheel and $6\frac{3}{4}$ in. Hanson & Van Winkle Standard Cotton Buff. Large size of wheel and buff facilitates grinding of tools or polishing silverware.

This tool will sell to public and private garages, hotels, restaurants, clubs, boarding houses, machine shops and "home tinkers."

Tho' our \$25.00 price is about half usual list, we offer liberal quantity discounts to dealers.

Put one on the counter and demonstrate it by sharpening your own edge tools, burnishing nickel, brass and silver-plated goods; making it serve a double purpose.

Machine weighs 38 lbs. bare or 52 lbs. boxed—a big impressive, efficient tool that will sell on sight.

Send for list and discounts
MARATHON ELECTRIC MANUFACTURING CO.

33 Island Street
WAUSAU - WISCONSIN

PENBERTHY Washing Machine Drainer



The Penberthy Faucet Adapter converts smooth into threaded faucet for attaching the drainer.

A Labor Saving Device for *emptying and filling* the machine, tub or boiler, thereby saving all the labor of lifting heavy pails. Simply attach to threaded faucet and city water pressure draws the water from any receptacle 2 to 20 feet below the faucet. *A Splendid Profit to the Dealer.* Send for circular and our Proposition to Dealers.

Penberthy Injector Co.
Detroit, Mich.

Three Factories

Main Office: Toledo, O.

The American-National Company

Young America's Favorite

The small lass, as well as her bigger brother, delights in the possession of an American-National velocipede. It shares her love for her doll. Her pride in its handsome appearance, easy riding, speed and endurance, is reflected not only in her face, but in the dealer's profits.

This American-National velocipede with its pneumatic tires, rubber handle bar grips, tubular frame, ball bearings, and nickel-plated hub caps, is one of the favorite models of the American Line. It can be had with rubber or steel tires and Corbin Velocipede Type Coaster Brake.

The Line Beautiful

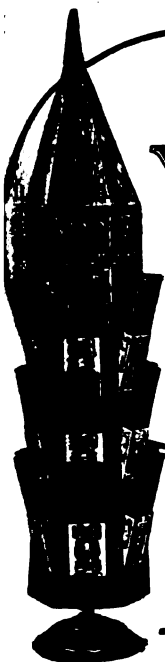
Built—not made

Includes

Steel Wagons	Juvenile Bicycles
Coaster Wagons	Hand Cars
Doll Vehicles	Juvenile Autos
Girls' Tricycles	Baby Vehicles

"See American-National First"





VENUS

Revolving Counter Stand

Here's an easy way to build
up a profitable business on
the world famous

VENUS PENCILS

This eye-catching reproduction of the famous **VENUS PENCIL**, holding 1 dozen each of the 17 degrees of **VENUS** writing and drawing Pencils—and 1 dozen **VENUS** Copying—in plain view of your customers, enables every dealer to carry a supply at a very small outlay.

Dealers say the **VENUS** Revolving Counter Stand is the greatest pencil salesman on record.

WRITE FOR SPECIAL OFFER

regarding this striking counter **SALESMAN**.
Leading dealers everywhere are ordering it.

American Lead Pencil Co.

242 FIFTH AVE., Dept. H, N. Y.

The largest selling quality pencils in the world

Little Giant Clothes Reel

Guaranteed **FOREVER** against defective material and workmanship.

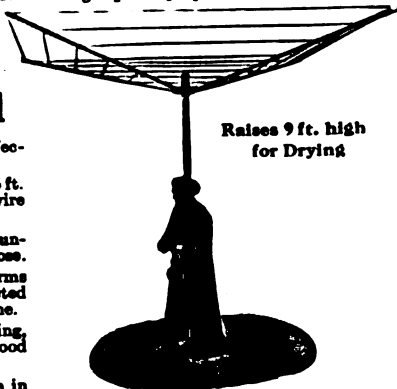
Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



**Raises 9 ft. high
for Drying**

Little Giant Clothes Reels are **ORNAMENTS**, not **EYESORES**.

Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

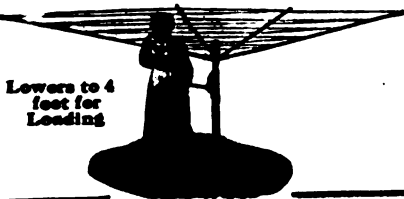
Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876



**Lowers to 4
feet for
Loading**



*World's Largest Producers
of Pyrex Lined Silverware*

MIDDLETOWN SILVERWARE



The Mark of Distinction

Though some merchants have evidenced surprise in the remarkable sales vitality of Middletown Silverware, it is all very simple. Supreme quality, elegance in design, practical usefulness and very moderate cost explain it.

Catalog gladly mailed on request.

**The Middletown
Silver Co., of**

**Middletown, Conn.
U. S. A.**

Time Tells!

You may be shown competing products which look good. And you may be told that "they are just as good as the Witt Cans"—but time will tell!

Imitation is complimentary to us, of course, but can YOU afford to take a chance?



Time has had time to tell a story of proven merit for Witt Corrugated Ash Cans and Garbage Pails. Dealers and consumers **KNOW** that they are good.

The Witt Yellow Label product is made of heavy sheet steel, corrugated for extra rigidity and strength, protected by heavy iron bands and finished by the hot dip Galvanizing process which effectively closes all seams, eliminating the inferior solder.

Your Jobber can supply you.

**The Witt Cornice Co.
Cincinnati, Ohio**

Also makers of the lighter weight Brighton line of Cans and Pails. Write for quotations.

**You Sell the Right Pans
Now Sell the Right Oven**

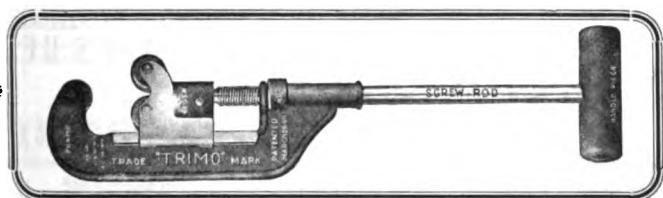
ELGIN OVEN

You would not advise a housewife to buy a large roasting-pan for baking small meat loaves. You would sell her a smaller pan. Show your customers that the same thing applies to ovens. They can bake all small dishes in a small-sized Elgin Oven—bought from you—with 75% less fuel than a large range oven requires.

Elgin Ovens made in various sizes, securely crated for shipment, and wrapped in paraffin paper as protection against dust and moisture. In every locality there is a profitable market for them; also for the exceptionally well made Elgin Gas Hot-Plate and Elgin Laundry Stove. Write for detailed description of the entire Elgin line.



ELGIN STOVE & OVEN CO., Elgin, Ill.



TRIMO TOOLS

TALK No. 1

Hardware Dealers when offering the customer TRIMO TOOLS may do so with implicit faith in the article. In this series of advertisements we will illustrate and describe the Trimo Tools.

The TRIMO PIPE CUTTER, herewith illustrated, is made in three sizes, cutting

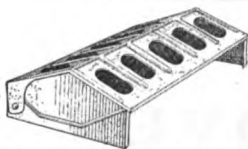
pipe one eighth to three inches. It combines the single cutting wheels and the three cutting wheel features, saving buying two cutters. The single wheel cutter is for open work, the three wheel feature for close cutting work; interchangeable, one wheel or three.

These features will commend the TRIMO PIPE CUTTER to mechanics instantly.

Trimo Tools, Talk No. 2, will appear in the next issue of this journal featuring the TRIMO MONKEY WRENCH.

Write to the manufacturers for full particulars.

THE TRIMONT MANUFACTURING CO.
Roxbury, Boston, Mass.



Cymaco Chick Troughs

HANDIEST, most durable trough made for dry mash, cracked grain, hard grit, sour milk or water. Built of galvanized steel. Pressed top, *hinged* to trough so that it can't get separated and lost, makes filling and cleaning easy.

Two sizes. No. 20, 20 inches long, feeds 20 small chicks at a time. No. 10, 10 inches long, 10 chicks. Packed 1 dozen to carton and shipped dealers F. O. B. factory, or nearest jobbing point east of Rockies at \$27 per gross for No. 10 and \$38 per gross for No. 20.

In ordering this good seller, give your jobber's name and we'll see that shipment is made promptly.

The Cyclone Mfg. Co.
Dept. 70, Urbana, Ind.

A PIPELESS FURNACE



all but the casing.

ONLY \$65

Warms 6-7 rooms.

Three Times Heating Surface of Others. Gives ECONOMY.

Write today to "Boiler Plate" Furnace Co.,

2508 Heating Bldg., Minneapolis, Minn.



A Rapid Seller

All metal—slips up under the shield where

coffee pot, teapot or percolator handle is fastened and bars back the flame and heat.

Put up in self-selling boxes with tilt back covers containing three dozen boxed Slip-on Handle Protectors.

Endorsed by "Good Housekeeping" and "Tribune Institutes"

Order from your jobber

Young Specialty Company

2220 Vliet Street
Milwaukee, Wis.

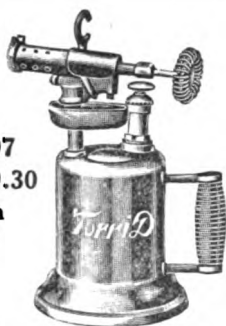


LOOK WHAT'S HERE!



It's like "gilding the lily" to find new uses for "the handiest thing about the place"—The **CRAKER-JAC Safety Stepladder Stool**—yet we've done it. A chair-back attachment which folds out of the way against the rear legs when not in use, but which can instantly convert it into a high stool with a rail rest if desired can now be supplied. Only safe stool to sell—only safe stool to use. Write

EVAN L. REED MFG. CO.
125 Mill St., Sterling, Ill.



No. 07
List \$9.30
Each

SUPERIORITY

Expresses "Torrid" Torches

Unsurpassed for
**HEAT, DURABILITY
and FINISH**

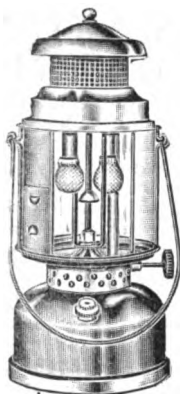
Write Today

We Want to Tell You of
Their Wonderful Value

Geo. W. Diener Mfg. Co.
418 Monticello Ave.
CHICAGO, ILL.

"The Light That Sells"

Lights quick
with a com-
mon match—
storm proof
—throws a
flood of light
like a young
lighthouse.



Nulite Match-lite Lantern

Write and ask for our sales help.
We pay for first ad in your home
town newspaper and electrotypes
for additional ads supplied free.

**NATIONAL STAMPING &
ELECTRIC WORKS**
CHICAGO U. S. A.

Increase Your Profits

During 1922

BY SELLING



Put up in 1 lb. bars in I. C. C. cartons of 6,
12, 25, 50 and 72 bars each.

Highest in Quality—Lowest in Cost

JOBBERS MFG. CO.

Webster Bldg.

CHICAGO, ILL.

MAKE MORE MAT MONEY

Show your trade the mat that can't wear out—Sleeth Flexible Steel. Self-cleaning, reversible, sanitary, lays flat and stays flat. All standard sizes—specials to order.

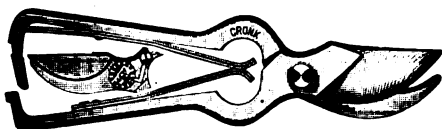
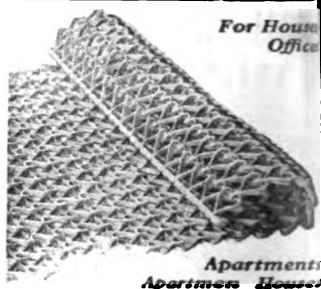
Tested and approved by Good Housekeeping Inst.

Ask your jobber or write us for prices

FERNALD MFG. CO.

North East

Penn.



Easy To Sell



Henckel Pattern Pruning Shears

OUR CATALOG SHOWS MANY OTHER STYLES

Order from Your Jobber

CRONK & CARRIER MFG. CO., Elmira, N. Y.

GENUINE ARMSTRONG STOCKS and DIES



RELIABLE PIPE THREADING TOOLS

Also HINGED PIPE VISES :: PIPE CUTTERS



MANUFACTURED BY

THE ARMSTRONG M'F'G CO., Bridgeport, Conn..

248 Canal Street, New York



These Phonograph Needles Sell Themselves at 100% Profit!

A money maker for Hardware Dealers. 50 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10¢ per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those *Satisfactory* Violaphone needles. Every needle plays 10 records—brilliantly.

THE FRED. GRETSCH MFG. CO.

60 Broadway, Brooklyn, N. Y.

Manufacturers of Eagle Brand Steel Strings

MILBRADT ROLLING STEP LADDERS



Made for the last thirty-six years by the original inventor.

Eighteen styles to fit any conceivable type of shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.

Garage & Barn Door Hardware "1080"



for folding, sliding doors

"1080" Garage Door Hangers and Brackets made of our own malleable iron. Trolley-swivel type; wheels on roller bearings; swivel on balls. Exclusive Vertical Rollers.

Reliable (original) Round Track and No. 2 Hangers for sliding barn and warehouse doors, gates, etc. Malleable, one-piece hanger; double roller type prevents jamming or derailling. Rigid round

track. Strong malleable brackets.

Specify "ALLITH-PROUTY"

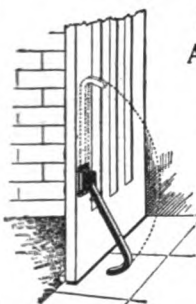
Hanger Hardware, Hardware Specialties and Light Finishing Hardware.

Allith-Prouty Company
Danville, Illinois

Send for Catalog
No. 90 Today



ALLITH-PROUTY
"Satisfaction in Hardware"



**Prevent
Accidents
with a
Phenix
Garage
Door
Holder**

Holder No. 52

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders. No "come back" to fear.

PHENIX MFG. CO.
018 Center St.
Milwaukee, Wis.

ROLL-E-Z CASTERS

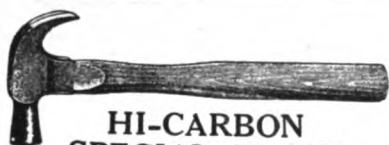
Pivot Bearing

made
for
metal
beds $\frac{7}{8}$ "
to 3"
tubing,
also for
wood
furniture



Write us
for sample

G G G Metal Stamping Co.
Warren, Pa.



HI-CARBON SPECIAL-ALLOY HAMMERS



SHINGLING HALF AND CLAW HATCHETS A 1 GOODS WELL FINISHED

MADE BY

The Clipper Tool Co.
Buffalo, N. Y.

Send for Catalogue illustrating nearly
50 popular priced hardware items

THE STINE SCREW HOLES



THE ONLY SCREW HOLES IN THE WORLD

Manufactured by
**THE STINE
SCREW HOLES
CO.**

Waterbury, Conn.

SNOW-WHITE STEEL MEDICINE CABINETS and MIRROR



This mark guarantees finest quality possible
and money back if not satisfactory.
Ask your jobber or write us.

Hess Warming & Ventilating Company
1210 Tacoma Bldg. - - - Chicago

Your Customers Make Money on This, too

The Gillette Clipping Machine saves every horse owner money and time. A man can groom half a dozen horses with the Gillette in the same time as it takes to do *one* by hand.

It operates by electricity from an ordinary lamp socket—no work—no fuss.



*Write for complete
catalog with
prices*

**GILLETTE
CLIPPING
MACHINE
CO.**

129-131 W. 31st St.
New York City

\$1.00 Aluminum Sale

Operating our own rolling mills we are in a position to furnish, in any quantity, ten big special aluminum cooking utensils for the popular \$1.00 Aluminum Sale. State your requirements and ask for prices.

Aluminum Products Company
LA GRANGE, ILLINOIS

SELL

SPECO

Solid Sal Ammoniac and Fluxes

For Auto, Household
and Farm Soldering

Write at once, naming your jobber

SPECIAL CHEMICALS COMPANY
HIGHLAND PARK, ILL.



SASH CHAIN

Originators
of
Sash Chain



6 TUBE REVOLVING PUNCH

Manufacturers
Harness,
Belt and
Semco Punches

THE SMITH & EGGE MFG. CO. BRIDGEPORT CONNECTICUT

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES

BOSTON



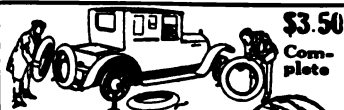
SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. SEND FOR CATALOG

MASS.

THE ONLY TATE'S

COMMON SENSE AS-
SORTMENT OF SPOOL
WIRE for the Automobile and
Household Trade. All salable
numbers. Send for circular.

E. H. TATE
MOP AND CORDAGE CO.
BOSTON MASS.



\$3.50
Com-
plete

Second Spare Tire Carrier
Carries all tires up to 4 1/4
in. Comes in small pack-
age. From your jobber or
direct from

SEDGWICK SALES CO.
1608 Sedgwick Ave., New York City

\$4.00 West of
Rockies

Sydney B. Bingham



YERDON CAST BRASS HOSE BANDS

Most Dependable and
Efficient. The kind that gives JUST
THE SERVICE you want Hose Bands
for, on Water, Air or Steam hose, or
Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed
Full Lengths

Established 1869

Order Thru Your Jobber

If your jobber does not handle
—write direct

Silver Lake Co.

Newtonville, Mass.

Retail Salesmen!

You Can Make Extra Money

I know that when you learn of this new way to sell Twinplex, you'll be tickled—just as the thousands of my good clerk friends were who heard about it through our family magazine—Edgewise.

And *they're* up and goin'—have their counters all set for play and are *already* grabbin' off the volume sales this new plan is netting for 'em.

Look over the plan on the page opposite—it'll take you about a minute to catch the

big idea). Did you ever *hear* of such a real sales help plan?

I'll answer for you!—*no, indeed!*—you never have. For we've put into this idea months of planning with *one big thought* as a goal—to help you sell more Twinplex Stropers.

Have we succeeded in developing such a plan?

—You just put it into operation and see!

Yours for *More Sales*, For more profit and *Rewards for You*.

The Reward Plan

EACH Twinplex Stropper you sell, not only nets a good profit to the store—but adds to your personal earnings as well.

Thousands of salesmen are sharing in the Twinplex reward plan now—thousands more are eligible to participate.

Here's the plan in a nut shell:

Each Twinplex Stropper is numbered and with it is included a guarantee registration coupon bearing the same number. When you make the sale, fill out the coupon and mail to our St. Louis office. The customer is registered under our 10-year service guarantee and you are sent a reward stamp—worth 25c and a book in which to keep the stamps.

Twenty sales means 20 stamps and fills the book. This brings you either a \$5.00 war savings stamp or a purchase order for \$5.00 on any store in your town for anything you want. You can redeem single stamps, partly filled books or save ten books and get a \$50.00 Liberty Bond.

Simple, isn't it? Worth the effort you put into Twinplex selling too.

And there are other interesting features about the Twinplex reward plan you'll want to know. Write your name quickly on the coupon below. Let's go.

Ed. G. Wise, Twinplex Sales Co.,
1627 Locust St., St. Louis, Mo.

I want to know all about the Twinplex reward plan. How much I can make, etc. I would like to receive your magazine "Edgewise" at my home every month (free).

Retail Salesman

(Women too).....

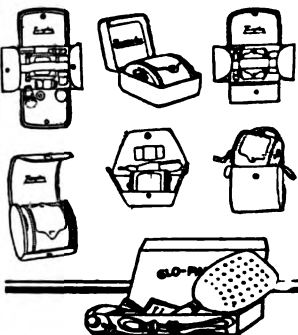
Home Address.....

Store.....

Address.....

Ed. G. Wise

THE TWINPLEX LINE



Snappy Counter Stand—directs coupon holders to the right place in your store. Free.

MY 27 22 S

filling gap

Good Hardware

FEBRUARY, 1922



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY
BUTTERICK BUILDING, NEW YORK

2600

NEWSPAPERS

combined with
the Saturday Evening Post
and Literary Digest—will
SOON TELL MILLIONS ABOUT



SPEE-DEE



SPEE-DEE is shipped to the trade in case lots—36 cans to the case.

Costs little to stock—turnover is surprisingly rapid.

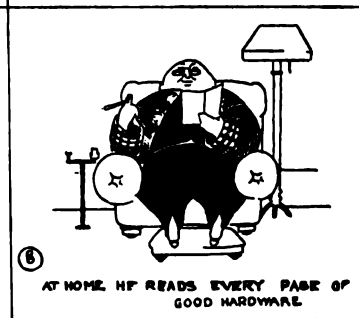
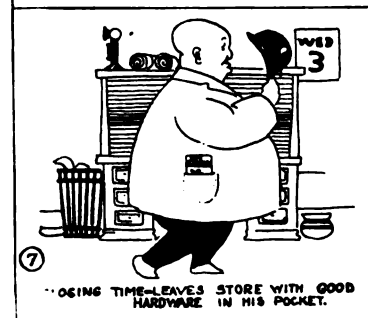
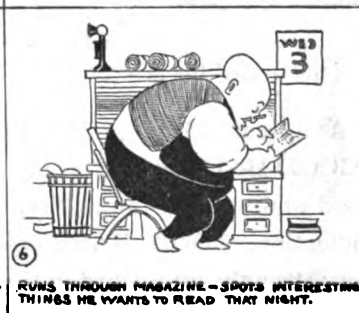
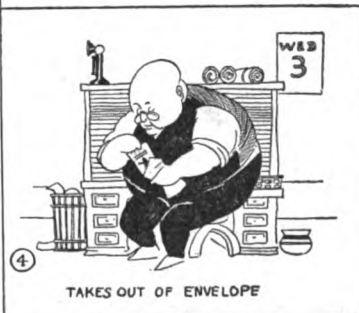
An Advertising Campaign Reaching Over Five Million Homes

will tell the American public all about this marvelous cleanser. SPEE-DEE'S many uses will be brought to their attention through attractive illustrations. They will be urged to give it a trial—to go to their dealers and buy a can. There is some use of SPEE-DEE that will arouse the buying impulse in the mind of practically every reader of these advertisements.

The demand thus created will be permanent because SPEE-DEE more than makes good on the claims advanced for it. It excels for so many purposes that the person who purchases a can for the first time will be back—again and again—for more. Car owners, drivers and mechanics who know SPEE-DEE will not be without it because it cleans their greasy, grimy hands with or without water and without injury to the skin. SPEE-DEE in the home has numerous uses, including cleaning rugs, carpets, woodwork, walls and clothes.

DEALERS—Cash in on this greater demand by stocking and displaying SPEE-DEE. Write or wire for special introductory offer and dealer selling helps.

STATES CHEMICAL CO.
668 W. Austin Avenue Chicago



This Letter Was Written AFTER the Manufacturer Got Results from His Advertising

When the President of The American-National Company arranged his 1922 advertising schedule, he made every magazine stand the acid test of past performance. Sentiment and salesmanship never got a look in. Mr. Diemer wanted to know only about actual results achieved, so he figured up the amount of business his company received from the magazines which carried his advertisements.

As a result, Mr. Diemer wrote to us: "GOOD HARDWARE heads the list good and strong," and "From every indication, GOOD HARDWARE is very strongly entrenched in the minds of its readers and wields much influence, as is shown by the business we have had through it."

Read the letter

GOOD HARDWARE

BUTTERICK BUILDING

NEW YORK

The American-National Company

The American Metal Wheel Co.
TOLEDO, OHIO

MANUFACTURERS OF
REED, WOOD AND COLLAPSIBLE BABY VEHICLES, SULKIES
CHILDREN'S VEHICLES, DOLLS' VEHICLES
JUVENILE BICYCLES

The National Wheel Co.
PERRYSBURG, OHIO

Toledo, Ohio

December 30, 1921

PLEASE REFER REPLY TO
Attention: Advertising Manager

My dear Sir:

In preparing our 1922 Business Paper campaign, we arranged the schedule according to inquiries and business as shown on our 1921 records.

Good Hardware heads the list good and strong. We like the appearance and general make-up of your fine publication, but of course, best of all, we like the returns it brings, from all parts of the country.

Good Hardware was one of the first papers to be placed on our list and was placed there on a very strong recommendation from our advertising agency, The Clarence B. Keamer Company, of Toledo, Ohio. Mr. Keamer had made a careful study and analysis and his judgment has surely proved right.

From every indication, Good Hardware is very strongly entrenched in the minds of its readers and wields much influence, as is shown by the business we have had through it.

With every good wish for 1922, we are
Yours very truly,

THE AMERICAN-NATIONAL COMPANY

Wm. L. Diemer
President



"Good Hardware
heads the list," says
Mr. Diemer ~

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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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Hundred*



*Round, deep
Casserole for
meat dishes,
vegetables,
puddings, etc.*

On January 1st, Pyrex Prices Were Reduced to 1918 Standards

Results: Incoming orders for immediate deliveries exceed any month in the preceding year—and that's going some!

Question: Will the factory again be unable to supply the demand?

PYREX

The Original Transparent Ovenware



Pyrex Sales Division

CORNING GLASS WORKS

CORNING, N. Y.

GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. 3

FEBRUARY, 1922

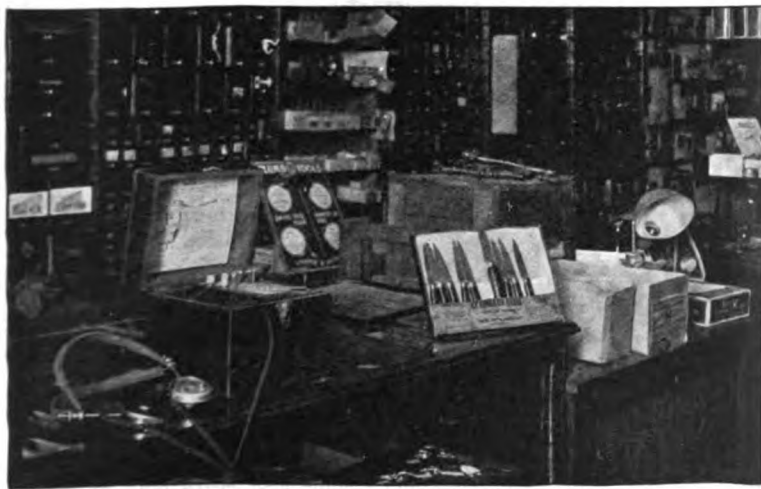
No. 5

Radio Offers Hardware Dealer Chance To Pick Profits out of the Air

Public interest in wireless telephony may be converted into cash sales by the proper handling of radio sets and parts

By Roland B. Chester

THE big surprise of 1921 was the radio telephone. Practically unknown at the beginning of the year, it was suddenly discovered by the public along towards fall, and became the object of a demand that is without parallel in the history of retailing. During the rush that followed, practically every jobber and dealer carrying the line sold out; one store in a single day disposed of 250 outfits averaging \$50 apiece, and all manufacturers of this equipment were swamped with orders. At present



A small receiving set as sold in a Cranford, New Jersey, hardware store.



How the concert service works: a violinist at Newark plays before the transmitting instrument and—



Mr. and Mrs. Listener in their Buffalo home hear every note as clearly as though they were in the same room.



These little fellows are the best boosters for radio sales. They do for the wireless what their fathers did for the telegraph.

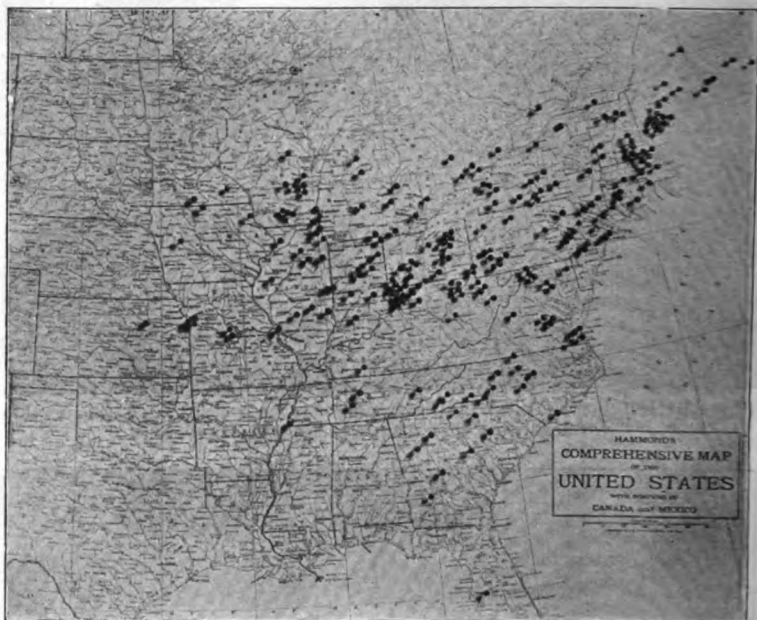


Twenty miles from nowhere Mr. Farmer spends a musical evening with some of the greatest artists of the day.

there is a lull in radio merchandising, because the market is about swept dry, but producers are making frantic efforts to increase production, and by Spring supplies should be available once more.

All things go to show that this

hardly be considered as factors in a national distributing system. Department stores, electrical shops, house-furnishing stores, sporting goods stores, and even drug stores and garages, have in various localities put in stocks of radio ap-



Each spot on this map shows where a station near New York City has been heard. Other stations blanket the country with radio service.

unexpected demand was not due to a mere fad of the moment, but that the radio telephone is as permanent an addition to our lives as the automobile. Consequently it is a matter of interest to every merchandiser, and especially to the hardware dealer, for there is no regular outlet for these goods, no class of store to which the average buyer can go with the assurance of finding what he wants.

There are, of course, specialists in radio materials, but these are few in number and are confined to the larger cities, so that they can

paratus; but many believe that the hardware store should logically carry these new goods. This is especially true in the smaller towns, where radio specialists could not be supported. The problem of selling radio telephones is in reality almost entirely one of simple merchandising; and when it comes to merchandising, the hardware man is generally the leader in his community.

What is the radio telephone?

Why is it so popular?

In what form is it sold?

How is it installed and operated?

Is it not too technical for the average hardware man to handle?

What are its merchandising possibilities?

It is the aim of this article to answer these questions briefly.

The radio telephone is a remarkable development of the wireless telegraph. Most people know that the dots and dashes of the Morse code can be sent hundreds of miles through the air without the aid of wires; but, until recently, few were aware that the same can be done with speech, music, and anything else that is audible, and that these messages can be heard clearly and distinctly by means of a simple receiver.

Little practical application was made of this fact, however, until one of the big manufacturing companies saw in it an opportunity to carry out a new form of public service. Accordingly, it built a powerful sending station at its East Pittsburgh plant, and in November, 1920, began sending out concerts, news bulletins, and other items of general interest every day according to a regular schedule. This service was heard by owners of radio receivers over a wide area and proved so popular that in the

fall of 1921 additional stations were opened in other parts of the country. At the same time a number of other companies, as well as the United States Government took up the idea, until today there is hardly a place in the United States where radio telephone receivers cannot be used to advantage.

To judge of the popularity of this system, let us take the case of a farmer located, say, near Sinking Spring, Ohio. This man and his family are miles from a railroad. They get their mail once a day in good weather, and once a week in bad. Their few books are read to pieces; the records for their phonograph (if they have one) have been played to death; and the nearest moving picture theatre might as well be in Honolulu as far as they are concerned.

A year ago there was little for the farmer's family to do in the long winter evenings but go to bed; but now all cluster around a radio-telephone receiving set, each with an ear-phone. Promptly at 7:30, a voice speaks to them, a voice from Pittsburgh. The first thing that they hear is a story for the children, a tale of fairies, or

(Continued on page 54)



A "loud speaker" makes it possible for this entire office force to listen to the description of a big football game.

Never Sell a Pound of Nails Without Suggesting Paint

How Mr. Simon, of Portland, Oregon, increased his paint turnover from four to twelve times a year

By Naomi Swett

LET your nail bins direct your paint sales," is the motto of Raleigh Coffey, manager of the paint department of the Simon Department Store, Portland, Oregon.

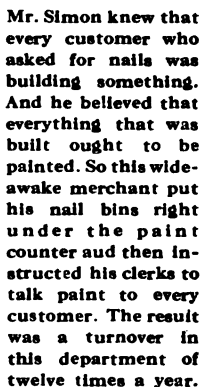
"We do not wait for a paint customer to come in and ask for paint," says Mr. Coffey. "We watch our nail bins. A customer for nails is almost a sure prospect for builder's hardware and paint and when a man buys nails, we talk these two things to him. By getting acquainted with him and explaining the quality of our merchandise, we find that sooner or later about 20 per cent. of these prospects develop into paint customers."

In talking paints, the salesmen in this store open sample cans to demonstrate the quality of the paint and make every possible test to convince the customers. They tell the customers the amount of surface the paint will cover and the ingredients contained in each different grade. They tell them what color and grade to use for the particular job in question and how to use it. They explain how the ready-mixed paints are ground by the most scientific machinery and therefore are superior to the

old hand-mixed white lead and oil. Each paint salesman has his personal business card, and in closing a sale he tells the customer to phone him immediately upon any question of doubt and his prompt attention will be given.

Another plan that has made it possible for this successful store to increase its paint turnover from four to twelve times a year is to spread the paints out and give them a real display. When this was done, the buying system was changed. Instead of placing large orders with far away firms, the business was transferred to nearby jobbers who could supply goods on short notice and at the same time save freight charges. Automatically the old bugbear of "over-stock" was eliminated from the store's book of worries.

On odd colors only enough paint to satisfy the demands of a single customer was stocked. As soon as a purchaser had taken all of an odd shade to paint his house, a phone order to the jobber brought immediate replacement. Paints began to move a little faster but not fast enough. Then came the training of the salesforce—and with it the story of the nails.



Mr. Simon knew that every customer who asked for nails was building something. And he believed that everything that was built ought to be painted. So this wide-awake merchant put his nail bins right under the paint counter and then instructed his clerks to talk paint to every customer. The result was a turnover in this department of twelve times a year.

Nearly every paint salesman came into this store with no knowledge whatever of this line. Each one was requested to read and study all pamphlets and trade journals with reference to the various lines of paints. According to Mr. Coffey, 90 per cent. of the hardware stores do not have even one clerk who really understands the paint business. In nine cases out of ten, he claims, they shove a can of paint at the customer with the remark, "This is Blank's paint and the best paint made," which means little or nothing to the prospective buyer.

A Friendly Conversation

"Above all things," says Mr. Coffey, "comes the satisfied customer, and to make satisfied customers each salesman must know thoroughly the line he handles. If the average hardware salesman would give paints the study and attention that he gives sporting goods, he would find the sales in this item much larger and more profitable. The paint line is very

interesting, once you know it, and is deserving of as much study as fishing rods, garden tools, or washing machines.

"A short time ago a man came into our store just 'to look around' and one of our paint salesmen started a friendly conversation with him. Before he left the store he had purchased over \$50 worth of paints and upon his return to his home, which is a hundred miles out of the city, we received mail orders from seven of his neighbors, the smallest order being for \$20 worth of paint.

This man came from a town of 10,000 population. There are three hardware stores in that town all handling paint, and if they had been on the job, they certainly would have received the paint business from this group of citizens instead of ourselves."

Simon's rule is easy to remember and it is practicable—try it and watch it work. **NEVER SELL A POUND OF NAILS WITHOUT SUGGESTING PAINT!**



The nail bins in this store are placed under the paint counter. In this department every salesman is trained to give customers expert advice on the quality and use of paint

Safety First Window to Sell Tire Chains

WHEN the time for tire chains came around, the Linder Hardware Company, of Tulare, California, arranged an object lesson window to sell chains on the protection basis, capitalizing some of the good magazine advertising that is being done to educate people to their use.

Out of two pieces of lumber a pair of balancing scales was made and painted. In place of the scale pans there were fastened to the balancing beam two automobile wheels, one at each end. One end of the beam had a new wheel equipped with chains. On the opposite end hung an old broken wheel with some of its spokes lying about beneath.

Above the scales a card read:

WEIGHT OF RESPONSIBILITY—WHICH?

An arrow at each lower corner of the card pointed to a wheel. There was a card on each side of the scales; the one on the side of the new wheel read:

Safety First. Chains make driving a pleasure. Laugh at wet pavements.

The card beside the wheel which was not fitted with chains read:

No chains. Unsafe driving. Fear. Accidents. Even Death.

Lawsuit. Injury to others.

This window display was the center of a number of chains which were supplemented with show-cards of the manufacturer.

"Build Your Own Home" Plan Boosts Sales

WITH a view to increasing the demand for various lines of building materials, hardware and all sorts of home equipment a number of firms in the city of San Diego, California, have joined in a plan of co-operative outdoor advertising bringing good results.

The signs show an attractive bungalow home, set back in a lawn, with trees and shrubbery about, while at either side are shown open books on the pages of which appear the names of the several firms with their addresses and, in some instances, their phone numbers.

The man who is planning to erect a new home can easily jot down the information given on the sign-boards and thus furnish himself with a complete directory of the firms with which he will have to deal during his construction work. The signs are lighted at night and so get in their full work as a medium of advertising.

Represented in the movement are lumber and paint houses, dealers in hardware, heating and lighting equipment, plumbing and roofing.



An outdoor poster listing the names of lumber and paint houses, hardware dealers, etc., for the benefit of the man who expects to build a home.

Red laughed in glee,
"Go on, Ironsides, boost
the family stock."



Mr. Harvey Goes to School

By Eugene Meyer

Illustrated by Brown Martin

MY investigation being completed and my time my own until the combination freight-and-passenger train arrived at nine that evening, I was wandering idly about the streets of Gorman, killing time.

I was feeling quite blue and down in the mouth. My mission in Gorman called for a complete investigation of a local groceryman, and the report which I had already mailed to my client recommended that the account be closed without delay. The same old story—fogyism, plus the evil of money tied up in book accounts.

For years I had kidded myself along—but now I swore I was done!

In my capacity of free lance commercial investigator and adjuster, I had traveled over fifteen states in behalf of wholesale house clients, located anywhere from New York City to San Francisco—and the entire trail had been one of 90 per cent gloom. Book accounts, overbuying, inefficiency, and finally that curse of the middle-aged merchant—fogyism. The latter was beyond doubt the main cause of trouble in the case I had just investigated. Old school

methods—following the band.

A live young chap whom I had interviewed informed me that two years had been his limit. "The old boy wouldn't accept any suggestions. A stack of empty paper cartons in his windows was his idea of window trimming. Time and again, even after I began to realize how hopeless it was, I would suggest one thing, or another; painting and brightening up a new show case or counter. Perhaps a new nationally advertised line. He darn near drove me to drink with his, 'Nope—'tain't a bit of use, George, the people simply

ain't a-buying. When you've been in the grocery business as long as I have, you'll know some things.'

"I said to myself, 'You're sure tootin', and the things I'll know won't be the same things you know—not by a jugful.'"

The young chap had told me this in his own little grocery store right across the street from that of his old boss. My report had recommended George as a new account for my client.

I wanted to quit this line or mine with its perpetual tale of business disaster. I vowed it would be my last adjustment, but I wished with all my heart that the present trip had been a "missionary" errand to recom-

mend an excellent account instead of the reverse. I hated to quit with a bad grocery taste in my mouth. If only I might find—! I halted, I had!

I walked into that store. It was a hardware store. *A hardware store!* Not a dumping ground for a heterogeneous collection of steel articles, but a parking place for hardware, each varied assortment of individual lines being well departmentized.

And the way that beautiful merchandise was displayed—right up close to you. Don't tell me that a good piece of cutlery or a handsome hand fin-



ished saw hasn't appeal or individuality. If you don't think so I proclaim you one of these souls who can't cross-cut a board without a pencil line! Ay! one of those invertebrate males who selects his wife's dress patterns!

A red-haired peppy young chap stepped briskly up. "Well, sir, what can I sell you this afternoon?"

He didn't say, "What can I show you?" He

Lord enlighten 'em! That red hair didn't have its roots in water.

I needed an expansion bit and he sold it to me. I didn't need another jack plane, or socket wrench, a pocket-knife or screw-driver—but he sold them to me. It was real pleasure on both sides. I was as glad to buy as he was to sell.

I complimented him wholeheartedly upon the completeness and ar-



"I can still see Mother's horrified expression the evening I came home with my broken nose all taped up, . . ."

didn't say, "Was there something you wanted?" None of those lead-me-out-of-the-woods remarks we are so often greeted with by salesmen—may the

rangement of his stock. He thanked me boyishly. "I want you to meet father. Oh, Dad!" he called.

At the summons, the pro-

prietor emerged from a small partitioned-off office at the rear, removing his hat as he came forward. "This man's talking about our store, Dad, and I wanted him to say it to your face." The grin of a red-haired lad is the most infectious thing in the world. Father and son understood each other perfectly.

The proprietor was apparently a man of at least fifty-five years of age—judging by his hands and sparse gray hair. With his hat on he looked fifteen years younger. His paunchless trunk was that of an athlete, well proportioned and unpampered. His skin was that of a man of thirty, and his language as snappy and whole-hearted as that of a college boy—and that's just what he was!

You may rest assured that I was determined to induce him to talk after he had taken me all about the store and finally invited me into the neat little office for a friendly chat. I told him I wanted to put him in print and he laughed in good natured derision. I told him also that I wanted to recommend his idea to other hardware merchants for the same reason that I would recommend a good cold prescription

to a friend—just a neighborly shoulder under the wheel. That was enough. He began:

"Twenty-five ago I opened up a hardware store in this town. There wasn't much of a town here at the time, but what with there being no competition and times good I made money for the first two years. Then one crop failure after another, until three more years had rolled around and the future looked like a deep dull blue.

"My second boy was born at that time and I almost believe the Lord tinted him with red hair just to brighten things up a bit for us! We weathered it some way and five years later I found myself considerably better off than I had ever been before.

"Some twelve years passed, each with its various ups and downs. I had branched out considerably, had, in addition to the hardware business and implement stock, a lumber and coal yard. By golly! It makes me sick to think of those days. I was one of those birds who used to say, 'If I make a little money some day and it goes to

(Continued on page 62)



"She cried and hugged me and said that she would come along when the time arrived and keep house . . ."

What Should the Hardware Man Know About Turnover?

Paul Findlay, retail merchandising expert, finds a misunderstanding of the character and significance of turnover and discusses the correct method of figuring it

By Paul Findlay



CONSIDERING how times are now I'm pretty well satisfied with my four turnovers a year—pretty good, I'll say, 'specially in a big business like ours,' and the speaker tilted back on his heels with evident satisfaction.

"That is good," answered the Man from Missouri. "How do you figure it?"

"Oh, that's simple enough," was the answer. "Our sales last year were a little over \$800,000. Our stock averaged about \$150,000. Four times \$150,000 is \$800,000. Right?"

That story portrays not only the average merchant's idea of turnover, but the impression of many men far above the average in size and ability. On this question men's minds are very hazy. Yet it is about as vital a question as there is in any business.

What this man overlooked was that his sales of \$600,000 were made at his selling prices while his stock of \$150,000 was taken at laid-in cost. Assuming an average margin of 30%, here is the way to arrive at the actual annual turnover:

Sales of \$600,000 less 30% leave \$420,000 for the cost of goods sold. Divide \$420,000 by the \$150,000 stock and you have 2.8—the number of times \$150,000 goes into \$420,000. The actual turnover in his case was two and eight-tenths instead of four.

Turnover in the hardware business ranges from less than once to as high as 6.8 times, according to the investigations of Harvard University's Bureau of Research. The average figure is close to 2. There-

fore, any hardware merchant who has the impression he is turning his stock four times may well feel rather satisfied with his work. But if the man about whom I am telling this story had set himself the task of turning his stock four times and had figured correctly, he would have been carrying \$105,000 in stock, not \$150,000, because \$105,000 would have provided stock enough for four turns on 30% average margin.

The release of \$45,000 from surplus stock would have given him that sum to invest in sound bonds or mortgages to yield 7%, or \$3,150 a year. That income would

Turnover is the investing of a sum of money in merchandise and getting it back, ready for investing, in a given time.

have come without cost or effort, the borrower having all the work and worrying to do, and he would not only have had the income but an excellent line of securities, and business insurance as well.

Other advantages would accrue to him on which I shall touch later. Let me say in passing of business insurance, that it is the only insurance I know of which costs no premium except cautious management and thrift and which yields dividends continually from the start.

Again, net earnings of 5% on sales of \$600,000 amount to \$30,000. On a stock of \$150,000 that is 20% per annum. But on \$105,000, that equals 28½% plus. Think how much more favorably a business is situated which shows 28½% earned on stock, plus outside income of \$3,150, than is one where the earnings are 20% with no outside income. Think also how much more satisfaction there is in having \$33,150 to show for the year's work than \$30,000.

This story happens to be about a large business. But exactly the same reasoning applies to smaller stores. In fact, it applies with more force; for it is more important to the man whose net is \$3,000 to increase it to \$3,315 than it is for him whose net is \$30,000 to make it \$33,150.

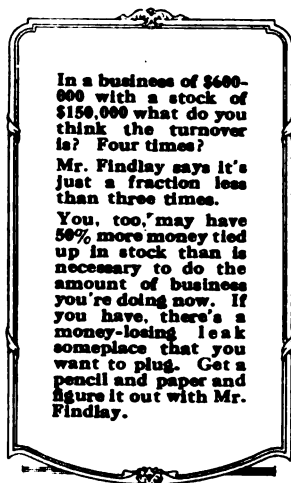
Specifically, just what is turnover? It is the investing of a sum of money in merchandise and getting it back, ready for reinvesting,

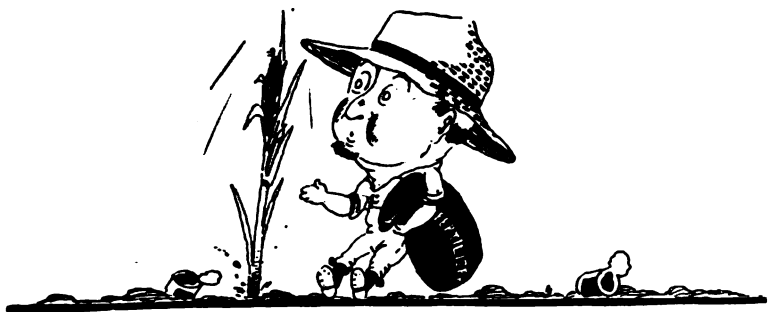
in a given time. Generally, the term is confined to stock, though sometimes it is used in relation to the entire capital. Therefore, I think Harvard's expression is better. In Harvard's publication, reference is always made to "stock-turn." The time is a year, unless otherwise stated—so many turnovers or "stock-turns" per year.

And why a fast instead of a slow turnover? Answer: to make more money on a given capital. Let us take \$10 worth of merchandise sold on a margin of 33 1/3%. It will sell for \$15. The total spread is \$5. Assume an expense of 25% on sales, \$3.75, and there is 8 1/3%, or \$1.25 left for net profit. Do that same thing every month for a year, making twelve "stock-turns," and your net earnings will be \$15. Figure that against the \$10 capital employed, and the capital earnings are 150%.

Now let us assume that you buy a six months' supply of this same article on the same basis. You then invest \$60. You sell the goods for \$90. Your spread is \$30. From that take your average of 25% on sales of \$90 and you have \$7.50 left. Seeing you have stock for six months, you turn the stock only twice, so you get \$7.50 twice. It is the same \$15 net earnings as you made on the monthly turn of \$10 capital. But now it figures 25% annual earnings on your \$60 capital, instead of the 150% on the \$10 capital.

(Continued on page 73)





FERTILIZING

By William Ludlum

WHEN the farmer's soil is spent,
His crops no longer thriving,
He does not lock up horse and plow—
For crops no longer striving.
You bet he don't! He goes to work,
Because the farmer—wise is,
And puts new life into the soil.
The farmer—fertilizes!

When the merchant's trade is slack,
And money slow in coming,
He does not mopingly repine,
With fingers idly drumming.
You bet he don't! He hustles, too,
And to his need arises;
Puts life in trade with—printers' ink.
The merchant—advertises!

There's little difference 'twixt the two,
And mostly in the spelling.
To fertilize or advertise
Are both ways of compelling
The dead to quicken into life
And, when he advertises
With printers' ink, the merchant,
Like the farmer—fertilizes!





Give This Picture a Title!

First Prize \$50

Eighteen Other Prizes

Come and Get It—\$100 is Going to Be Handed Out

All you have to do to get your finger into this pie is to write a title to the picture on the page opposite and then sit back and wait for your check—if your title happens to be one of the best

WELL, the battle is on! GOOD HARDWARE'S third picture title contest is well on its way and the judges have already told their wives that they are going to be home late for dinner every night for the next couple of months.

Every man, woman and child who has a heart is going to feel for that poor clerk on the ladder. He feels sorry for himself and we don't blame him. Being on top of a ladder ten or a dozen feet above the hard ground and beginning to slide isn't a particularly pleasant feeling. It's even a more ticklish feeling when your companions on your downward trip are a lot of wash-boilers. They don't make awfully good companions for a trip of that kind—pillows would be much better company.

He sure is in trouble now, and as a popular vaudeville comedian puts it, "That ain't the half of it, dearie." His troubles only begin when he hits the floor. Look at the bruiser who is about to be crowned with the wash-boilers. What's *he* going to do to our unfortunate hero? And that mean looking bull dog! Looks to us like *he's* going to get ornery, too. On the whole, a pretty sad outlook for that little clerk.

Suppose you were to walk into your store some morning and come upon the scene shown in this picture, you would probably say something! It might be only "My God!" It might be something more descriptive. Anyway, that's what you want to do here. Take a good look at the picture. Then

describe it in a few words and send the answer in. That minute's thought may bring you the fifty dollar prize—or perhaps one of the other prizes. Read the conditions below. Then go to it.

The Conditions

1. The contest is open to all Hardware Merchants, Jobbers, Salesmen, Clerks and to members of their immediate families.

2. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address. Nothing else. **DO NOT WRITE A LETTER.**

3. No title may contain more than 12 words. Contributions longer than this cannot be considered. *Each title submitted must be on a separate sheet of paper.*

4. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.

5. The contest closes at midnight of March 20, 1922. (Eastern time.)

6. The judges will consist of the editors of GOOD HARDWARE, ADVENTURE and THE DESIGNER.

7. If two or more persons send in the same winning title, each will receive the same award.

8. The winners will be announced in GOOD HARDWARE as soon as possible after the closing of the contest. Send your answers without delay to Contest Editor, GOOD HARDWARE. The address appears on page one.

Why Does the Farmer Avoid His Local Hardware Dealer?

Officer of New England manufacturing company holds retail hardware merchants responsible for losses of trade to mail order houses and shows why the independent retailer loses out

By Ralph Barstow

EDITOR'S NOTE:—Mr. Ralph Barstow is one of the few men in the country who is qualified to stand up before an audience of 50,000 hardware merchants and tell them that they are on the wrong track, and that they themselves are responsible for the loss to themselves of business that goes to mail order houses or direct to manufacturers. As an official of a firm whose success is dependent upon the success of the retailers to whom it sells, Mr. Barstow has learned just where the local merchant falls down on his job. He has not hesitated to tell his friends, the retailers, just what he has learned.



HOW long is it since Jimmie Hoyt's popular song, "Reuben, Reuben, I've Been Thinking," in "A Trip to Chinatown," was an accurate description of the American farmer?

There was a day when the name "Reuben" was a remark of scorn on the part of the city slicker. But whether he is called "Farmer John from Iowa," whether he's one of the proprietors of the "Skookum" business, whether he sells you pecans from Georgia, "Sealed-Sweet" from Florida, or "Sunkist" from California, or whether he's just the prosaic tobacco and onion grower of the Connecticut Valley, this is how he stands today: he uses within a few thousand as much mechanical horsepower as all of the industries in the United States combined, and this includes not only factories' power but all the horsepower used by power and light companies as well!

There are 155,820 of him rated at \$10,000 or better. There are thousands of him owning farms of 500 acres or more. He speaks in the Congress of the United States in no uncertain voice. He supports the International Harvester Company and hundreds of other big corporations with his purchases. He supplies you and me with everything we eat; with our butter, cheese and eggs, and he grows the wool and the cotton. The city slickers tip their hats to Reuben today.

For every hundred of population

in the United States there are about seven automobiles; for every hundred farmers in the United States there are more than twenty-five automobiles—3,000,000 cars among the 12,000,000 American farmers. That is the record of the Reuben of today!

Here is what a farmer wrote me the other day:

I am a farmer. I own my own farm. I have a car, a tractor, and the usual run of machinery. I am a jack-of-all-trades and try to do all my own repairing. I am going to en-

close something I believe will be of interest to you, a list of my small tools as I remember them, and a mark to show where I bought them. Most of the items were purchased at different times over a period of fourteen years. Nearly every item in this line came from a mail-order house, or I sent back East for it. There was only one reason for that, and that reason must have been the fault of the local hardware man.

The list which he sent with his letter is reproduced in the next column.

Will you analyze this with me a moment? There are thirty-three items listed. Fourteen of these were purchased locally. Ten were purchased from a mail order house and nine were bought in the East. This farmer lives in the far west!

What the local dealer lost

The local hardware dealer got about 40 per cent. of the business, and lost 60 per cent. of it to the mail order houses and to people in the East.

Not long ago a farmer in Michigan wrote to me saying, "I would be glad to buy your goods if you will sell them to me direct. But I won't have anything to do with the crook that runs the hardware store in my town."

Dozens of letters have come to me this year saying, "Sell us this stuff direct. We don't like to trade with our local dealer."

Allow something (in fairness you must) for the epidemic of co-operative buying that is sweeping the country. Allow something for the seductions of a mail order catalogue and then you have left a residue of resistance to patronizing local stores that can and must be deposited squarely in the laps of the local hardware proprietors.

If this were written simply to

Where Your Business Goes

A farmer in the far west wrote to Mr. Barstow's firm in New England and told him where he was buying his tools. There is a lesson in this for the hardware dealer who disregards the importance of the farmer's trade. The list follows:

Blacksmith Tools

- M Anvil 100
- M Vise, 6"
- M Drill (wall)
- M Bits (round shank)
- M Stock and dies
- M Forge
- M Tongs, etc.
- M 3 hammers
- L 3 large files
- L 1 rasp
- M Bits (sq. shank)

Plumber Tools

- E Trimo wrenches 14-18"
- L 1 Stillson wrench 8"
- E Pipe cutters (one wheel)
- E Stock and dies for pipe to 1".
- E Pipe vise
- M Torch (1 quart)
- E Two solder irons
- E Hack saw
- E Pliers
- E Reamer
- E Ladle

Carpenter Tools

- L Two cross cut saws
- L 1 rip saw
- L 4 hammers
- L Saw set
- L Gage
- L Square
- L Two braces
- L Set of bits
- L Shingle hatchet
- L Yankee screw driver
- L Yankee hand drill
- M ***stands for Mail Order House.***
- L ***stands for Local Hardware.***
- E ***stands for Eastern house.***
- Tractor and car repair tools purchased at local garage.***

(Continued on page 80)

EDITORIALS

The Mail Order Cream Separator

SPEAKING about Mail Order competition—and who doesn't every now and then?—there's the old yarn about the cream separator. It's an old saw, but a good one. The story goes that a hardware dealer sent to one of the catalog houses for a cream separator and when it arrived he kept it in its original package and put it in the back of the store.

The next time a customer asked about a separator and mentioned the fact that he could get one cheaper from the Mail Order house this dealer asked him how much the Mail Order house asked for their separator.

"Why, \$50," was the answer.

"All right," replied the hardware man. "I'll sell you that separator for \$50. Here it is," and he led the customer back to the package containing the separator.

"Let's see it," said the customer.

"Oh, no," replied the merchant, "at \$50 you get it just as it is. You buy it sight unseen. You pay me now for it and, in addition to the \$50, you pay me freight charges from here to Chicago. Then you let it lie here for two weeks and then you send an expressman around for it and you pay him extra for delivery to your place.

"You see, my friend, you buy the separator not only at Mail Order price, but under Mail Order conditions. That's fair enough, isn't it?"

The customer saw the point and bought one of the store's separators.

What a Jobber Says about Claims

ACTING strictly in our capacity of toastmaster, we pass on to you a letter from a hardware jobber on the subject of claim for the loss or damage of merchandise in transit from jobber to customer. Whatever the merits of this jobber's contention may be, we feel pretty certain that he is sincere in his desire to work out some plan that will be most satisfactory and economical to everyone concerned and that he is not merely trying to pass the buck to the retailer. His letter follows:

We believe that the majority of customers know perfectly well that legally a shipper is not responsible for anything that happens to a consignment after it is in the hands of the transportation company, receipted for in good order. The

goods are then the property of the consignee and he is the one who should make the claim. We have always cheerfully taken the trouble of taking these claims off our customers' hands but in a large number of cases they simply report the loss and ask us to make credit without furnishing any documents endorsed so we can establish and collect a claim.

If the customer would examine his goods on arrival and in case of damage or theft in transit or loss of any portion of the consignment, through going astray, have this endorsed on his paid freight bill and send the original bill of lading, together with the paid freight bill and details of the loss, to the traffic department of the shipper, it would save a large amount of correspondence, a great deal of annoyance to both shipper and consignee and incidentally expense to shipper, consignee and transportation company.

In many instances the consignee can settle his loss promptly with the local agent, but that he rarely attempts to do and it is usually saddled on the jobber, who is then likely to be under the necessity of writing three, four, five or six letters before he can get the papers and account of the damage. Oftentimes it will be two and three months before the information is collected and it always takes more time to adjust a claim with the railroad company after such a lapse of time. Besides, it causes trouble to five or six departments in the establishment of the jobber. His suspense files are usually overburdened and these delays increase the liability of errors in various departments.

A Letter From a New York Dealer

People have been talking a lot about the convenient size of GOOD HARDWARE—how it just fits the pocket. Now comes a letter from a New York State hardware merchant saying:

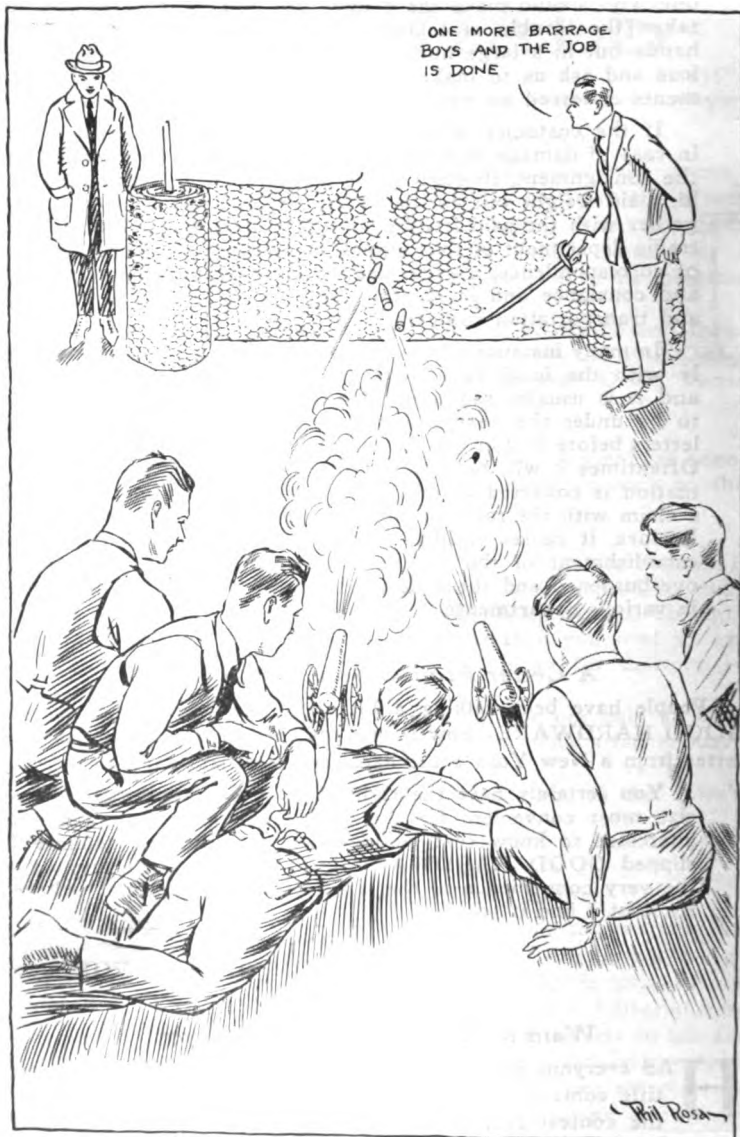
You certainly have the right dope in your editorial on the size most convenient for the trade publication; you may be interested to know that on many an occasion last summer I slipped GOOD HARDWARE into the pocket of my car—the very convenience of the size is a great feature, I believe. At least I find it so.

Cordially yours,

ARTHUR H. VAN VORIS.

Want to Make Some Easy Money?

HAS everyone in your store sent in an answer to the picture title contest? If not, better get 'em all busy. Remember the contest is open to every hardware jobber, merchant, clerk, stenographer, stock boy, and to their wives and mothers, brothers and sisters. Everyone has the same chance, it's easy to think up some title to the picture, and there are lots of prizes. Get everyone in the store to send in an answer! Do it now!



The ex-soldiers at the store decide that they prefer the army method of wire cutting.

Starts Pipeless Furnace Department Because of Employee's Error

"We got into the pipeless furnace business through a misunderstanding, but now we're glad of it," says the general manager of Rayl's

By D. G. Baird



FFICIALS are not, as a rule, especially pleased when their subordinates involve the firm in heavy responsibilities through misunderstanding orders, but when such misunderstandings lead to the establishment of a profitable department in a great store—well, the old saying has it that "circumstances alter cases."

The T. B. Rayl Hardware Company, of Detroit, went into the pipeless furnace business last season through such a misunderstanding. With approximately 150 furnaces installed giving splendid satisfaction, and with excellent prospects the management can now afford to smile over the incident.

It was no occasion for smiles, however, when two employees first reported that they had obligated the company to sell fifty furnaces last year. It all came about in this way. The manufacturers of a well-known line of stoves and heaters came to the general manager of Rayl's and said, in effect: "Why don't you handle our pipeless furnaces? Other dealers are selling them right along and are delighted with the line. You can sell hundreds of them right here in Detroit without increasing your overhead to any appreciable extent."

But J. A. Brown, general manager of the store, was not favorably impressed. He knew the manufacturers and their goods, and he knew that he could trust both. But he was not "sold" on the pipeless furnace. He had doubts as to the soundness of the principle of the pipeless furnace and he felt that it was more or less of an experiment. Then, too, he objected to certain features connected with handling such a line:

the labor of installing and inspecting the furnaces and the time payment plan which would be necessitated by the sale of an article for more than \$200.

He was open minded, however, and at last he told the manufacturers that he would send out two of his salesmen to their plant and let them investigate the proposition. "You sell my salesmen," he said, "then I'll let you know what I think of the proposition."

The Salesmen Investigate

Two salesmen from Rayl's stove department were accordingly sent out to the factory and acquainted with the merits of the pipeless furnace. But they were not convinced that the new heating plant would be successful. One of them was an old-style furnace man, who had been trained in the furnace business, and he was frankly prejudiced against the project. He couldn't believe that a hot-air furnace could be made to heat a whole house at a uniform temperature without numerous pipes to convey the heat to the different rooms.

"And then," says this salesman, J. C. Neil, "they sent us out to investigate conditions in some of the homes where the pipeless furnaces were being used, and one of those customers sold me.

"It was out in the country and the house was in an open place where the wind got a clear sweep at it from every direction. From my knowledge of furnaces I knew that any furnace would very likely give trouble in such a location.

"I went in and looked around, finding things in nice condition. The wall paper was fresh and clean and the house did not seem ever to have had a furnace in it. I asked the lady whether they had recently decorated and she said the paper had been on for several years. I asked her whether the furnace smoked and she said not at all. Furthermore, she said that they had burned only four tons of coal during the past winter—a very severe season, you'll remember. I asked her how she liked the pipeless furnace and she said she liked it so well that if she ever moved she would take it with her.

"I was sold right there. I knew good and well that if a pipeless furnace gave that kind of satisfaction in such a place, it would give satisfaction anywhere."

Salesmen Buy Furnaces

The result was that the two salesmen, who were under the impression that they had been commissioned to decide the matter, signed a contract then and there to sell fifty furnaces that season.

The general manager was properly shocked on learning of his subordinates' action, but there was nothing to do but tell them to get out and sell the furnaces for which they had contracted. They did. A few weeks later they told him that they could sell fifty more, and he reluctantly agreed. With

the hundred disposed of, the salesmen found that they had still other prospects who were expecting them to supply pipeless furnaces in their homes, and these were taken care of.

The management had allowed the enthusiastic salesmen to place these while it looked forward to cold weather in fear and trembling. "I fully expected that on the first cold day we would be swamped with complaints and would find ourselves with a hundred or so pipeless furnaces on our hands," Mr. Brown declared in commenting on this. "But we didn't," he continued, "and when several cold snaps had passed and all remained quiet, I began to feel that we might escape after all.

The Accident Pays

"The winter passed and we had only eight complaints, a remarkable fact when you consider that about one-third of the old time furnaces fail to give entire satisfaction when first installed. We are now glad that the misunderstanding which put us into the business arose. We know that the pipeless will give satisfaction and we are going ahead, selling with a will now."

Selling pipeless furnaces is largely a matter of securing prospects and then going after them. The heating plants give best satisfaction in small residences, and this means that the salesman must visit the small-home owner who is to be seen, usually, only in the evenings.

Rayl's prospects have been obtained through advertising and displays, but many new names are being sent in by owners in whose homes the furnaces are being used. The firm sets up a handsome display at the State Fair which meets

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A Complete Rest

"The doctor told me that I must take a rest."

"What are you going to do?"

"Oh, just quit golf and tend to my business."

Success is ambition entirely surrounded by enthusiasm and endeavor.

Mrs. John bought one of Mr. Soule's Ouija boards and, through it, got in touch with the dear departed Mr. John. "Swoops" was there and took down the conversation in shorthand:

Mrs. J.—"John, dear, is that you?"

J.—"Yes, Mary."

Mrs. J.—"John, dear, are you having a good time?"

J.—"Yes, Mary."

Mrs. J.—"John, dear, are you having a better time than you had on earth with me?"

J.—"Yes, Mary."

Mrs. J. (sighing) — "Heaven must be a wonderful place!"

J.—"I'm not there, Mary."

Judge—"And why haven't you a horn on your automobile?"

Italian — "Please, Mister Joodga, I don't needa da horn. It says on da front, 'Dodge Brothers.'"

Other Way About

"What do you demand of your employes?" asked a friend.

"That's a foolish question," groaned the employer. "Since they've become unionized, it is they who do the demanding."

"Oh, Mrs. 'Icks, I'm so upset! Our little Johnny's lost!"

"Well, 'e'll be found all right. Everybody 'ere knows 'im."

"Nobody'll know 'im today—'cause I've just washed 'im!"

In Flanders Fields

Host—"Half a minute! I'll give you a light to the gate; it's very dark."

Cheerful Guest—"Don't bother. I can see in the dark. Why, when I was in Flanders——"

Host—"Yes, yes; but you're not in Flanders now—you're in my carnation bed."

Nothing is ever gained by winning a bargain and losing a customer.

Magistrate — "What is the charge?"

Policeman—"Intoxicated, your Honor."

Magistrate (to prisoner) — "What's your name?"

Prisoner—"Gunn, sir."

Magistrate—"Well, Gunn, I'll discharge you this time, but you mustn't get loaded again."

All Bets Off

Miss Elder—"I'll bet you a hundred that I'll never marry."

Mr. Easy—"I'll take you."

Miss Elder (rapturously)—
"Will you, really? Then I won't bet, after all."—Boston Transcript.

Put off until tomorrow only the things you should not do at all.—Atlas Globe.

A colored man one day bought a horse, which he afterward found would not go.

He took it to a veterinary surgeon, who injected morphine into the animal. The horse bolted down the street, while the astonished owner turned to the surgeon and asked him what the charge was.

"Ten cents," said he.

"Then," said the owner, "I want you to put fifty cents' worth of that stuff in my arm."

"Why?" asked the doctor.

"'Cause I'se got to ketch that hoss!"



The Hatchet—Hello, old man, what have you got that bandage on for?

The Saw—I had a fight with a tough board yesterday and got a couple of teeth knocked out.



"I woke up last night and found some one going through my pockets."

"Did you shoot?"

"No, do you think I want to be a widower?"

It has been said that money is the root of all evil. Don't you believe it; idleness is the root of all evil.

This chap sat in a fashionable coiffeur's shop with his little daughter while his wife was having a marcel wave put in her hair.

The little daughter as she played about patted her father's bald head and said in a loud voice that all the ladies who were getting waved could hear:

"No waves for you, daddy—you're all beach."

Black Night-Gowns

"Mamma, when people are in mourning do they wear black night-gowns?"

"Why, no, of course not."

"Well, don't they feel just as bad at night as they do in the day-time?"

"Oh!" exclaimed the suffragette, fervently, "if the Lord had only made me a man!"

"Perhaps he did, dear," said the widow soothingly, "but you just haven't found him yet."

Success is in keeping ahead of most people in earning money and a little behind them in spending it.

One of the aisle managers of a big store recently noticed a mournful-looking man wandering around the establishment.

To direct the visitor, he said: "Are you looking for something, sir?"

"Yes," replied the other. "I have lost my wifey," and his gaze wandered searchingly over the crowd.

To his surprise the floorman said, with a sympathetic air, "mourning goods, two aisles to the left."

It takes steam to make a kettle sing. Try heating your enthusiasm and perhaps you can make your kettles in stock sing "Home Sweet Home" to your customers.

Courtesy Wasted

She was somewhat youthful, shy and a bit vague. She couldn't seem to decide whether she wanted a can-opener, screw driver or a tire-pump. The dapper clerk with the patent-leather hair was courtesy personified. He showed her everything from garden hose to tack hammers.

When the girl had departed, another customer said to the salesman, "By gad, sir, it's a pleasure to see REAL politeness like yours, and I bet little Miss Gray appreciated it!"

The clerk's chin dropped several inches. "Miss Gray?" he echoed. "Oh, rats! I thought she was the boss's daughter!"

The job doesn't make the man: it's the big man who makes the big job.

A schoolboy was given a problem to do. When it was done he took it to the teacher, who looked at it and said: "This answer is wrong by two cents. Go back to your seat and do it correctly."

"If you please, sir," said the youngster, fishing in his pocket, "I'd rather pay the difference."



Jones, the hardware clerk, recognizes the revolver he worked so hard to sell yesterday

Live Wire Henry on Making Visitors Bring Home the Bacon

"When visitors arrive, have your guns ready" is the old-timer's advice to his son, who is still pretty new to the hardware business

By Bernard G. Priestley

Illustrated by Tony Sarg

DEAR SON:

Well, here I am with some more selling chatter, and this time it's aimed at the man who's away from home. He may be a traveling salesman, a tourist or a visitor to a convention, but whatever he is, when he comes to town you want to have your powder dry and your guns ready for him. There aren't three people in the United States who leave home for more than a day without forgetting one or more things, and as soon as their trains stop they want to buy what they've forgotten. That's where we fit in. We've got what they want: why not let them know?

Let's suppose there's a convention or fair in town, with people in attendance from all around your section of the country. Every city has at least one or two such gatherings. A city without conventions is like a sparrow that can mind his own business—there isn't any such bird. The people may be

only a trolley-ride away, or maybe they've traveled from Maine all the way out to California. The principle is the same. There are buyers in that same lot and it's up to some one to sell them.

When convention time comes around the Rip Van Winkles of the local retail field sit in the back of their stores with their feet on their desks, and gossip. Meanwhile the wide-awake merchants do a brisk business with these visitors.

Nor did the wide-awakes have to go to the railroad station when the visitors arrived and force them with gatling guns to march to their stores and buy. Rather, they sat down and planned out how they could induce these conventionists to buy in their stores. They saw to it that the day the visitors arrived the local newspapers and



They knew that the conventionists would wander through the retail district.

their windows called attention to merchandise they might desire.

They knew that conventionists read the local newspapers when they come into a city—out of curiosity if for no other reason. They also knew that the visitors, being only human, would wander through the retail district. Thus through the newspapers and store windows these merchants played up the sort of things the visitors would be most likely to buy, considering the season and the class of people they were.

Nothing makes visitors feel more at home than the sight of merchandise like they can buy in their own communities. How is it possible to play up this sort of merchandise to them when very little is known about their tastes and desires? Easy. Play up nationally advertised goods. It's a very small town indeed that doesn't have quite a quantity of nationally advertised goods in its stores.

You know how good it seems for a fellow to see a familiar face in a strange city. He will stop and talk for a great deal longer than he would if he met the man on Main street back home. The sight of familiar looking goods gives him about the same kind of a feeling. Unconsciously, perhaps, his eyes are constantly on the alert for something that looks familiar. And when he sees a person or an article that takes his thoughts back to his own city or town he just naturally is attracted by it.

Nationally advertised goods are the proper weapon with which to



The tourist is another profitable bird to go hunting for.

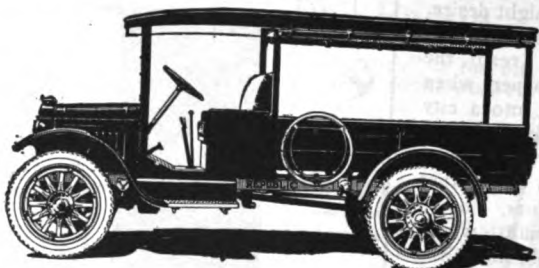
go gunning for him, because they are sure to hit him in the heart when they shoot at him.

Naturally, the kind of nationally advertised goods that would make the best impression on the visitors are the ones he might need while away from home. He won't purchase things he uses only at home simply for the sake of buying and carting them home with him. Rather than convert himself into a human express team, a man will do without things he wants, especially when he is on a trip away from home. And women are even less willing than men to go into competition with the transportation companies.

Vacationists' Business Pays

In the proper season, aim your sales guns at the vacationists also. There is no place so small but that a number of persons go to it yearly for a vacation. City folks go to the farm and the farmer's wife and daughter go to the city. No matter how painstakingly they

(Continued on page 88)



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.

Speeds Up Deliveries and Cuts Down the Cost



Other Body Types
include:

Screen Enclosed
Stock Rack
Tank Body
Open Express
Double Deck
Bottlers Body
Dump Body
Grain Body
Carry-All
Panel Body
Police Patrol
Bus Body

Hardware merchants find that deliveries can be made in less time and at much less cost with the Republic Rapid Transit.

This speedy, dependable truck further increases profits by making deliveries over a wider territory.

Exceptionally low first cost and continued low operation cost establish the Republic Rapid Transit as the ideal truck for the hardware trade.

The Republic Line: $\frac{3}{4}$, 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC RAPID TRANSIT®

A Real Truck—Not a Converted Passenger Car

Jim Bevins, Hardware Clerk, Decides to Pull Some M. O. House Teeth

Proving to the Boss that one way to overcome catalog house competition is to have the clerks in the store study the catalog real hard and then go it one better

By Manthei Howe



ALTHOUGH Peter Taggart could find something good about the devil he could not find a single virtue in a mail order house.

All the clerks knew the "old man's" pet aversion and carefully dodged anything that sounded like M. O. But somehow every one had overlooked warning the new clerk, Jim Bevins.

So when the old man, down extra early one morning, rounded the counter at the back of the store, he ran full tilt onto Bevins, deep in the literary intricacies of a mail order catalog.

T.N.T. had nothing on the old man. He went right up in the air and continued going. Jim Bevins watched him, open-mouthed and wide-eyed. When the explosion was over and the boss had come back to earth, Bevins entered his defense.

"You don't understand, Mr. Taggart," he began, more eloquent than diplomatic, perhaps. "I was not expecting to patronize the mail order people. I was busy pulling their teeth."

"What's that!"

The old man parked his cigar at a more belligerent angle.

"I take it," continued Jim, "that when we size up the financial statements of the mail order concerns we have to acknowledge that they have made a handsome profit."

The old man grunted.

"We have to acknowledge, too, that they couldn't make these profits unless they had customers. Whether we like them or not, we have to hand it to the M. O. people for being good business men. They know how to demonstrate the goods so people want to buy. They must stand ace high as salesmen or they couldn't have built up such a

gigantic business enterprise."

The boss was listening now, and Bevins warmed to his argument.

"Since all their selling is done by mail, by means of catalogs, it follows that they must be past masters in the art of presenting the most important, striking selling points of their merchandise. Well I'm making use of them. I'm pulling their teeth. I'm making the M. O. catalog help me to sell hardware in the quickest, most result-getting fashion."

Bevins picked up the catalog.

"Listen to this, Mr. Taggart. Here's their description of the fireless cooker.

'It bakes as well as cooks. Tender and juicy treats can be made of the cheaper cuts of meat when stewed, roasted or boiled in the—

'In these days of high priced goods the fireless cooker is more valuable than ever. A

meal for a large family or a small one may be cooked with the same ease. The cooker has patented steam vents which enable it to bake bread, pies, cakes and roast meat to a golden brown.

"Heat the roasting discs from 10 to 15 minutes, place them in the well with the food on them, close the cooker, and then forget about the meal until time to eat it. This cooker is a practical and convenient piece of furniture for the modern kitchen.

"The cooker has a cooking capacity of 18 quarts. It is strongly made of sheet metal, lined with aluminum, which accounts for its surprising lightness.

"It is equipped with three aluminum vessels. One 10 quarts and two 4 quarts, three large baking and roasting discs, disc lifter, folding baking rack, aluminum mat. It is 28 inches long, 12½ inches wide, 8 inches high. Equipped with light rolling casters, so that it can be moved about easily. Furnished with or without legs."

Bevins looked up from his catalog with a satisfied smile.

A Good Selling Talk

"That, Mr. Taggart," he observed "is what I call a mighty short talk packed full of good selling points. I don't think they left out any item that would interest the customer, and they included some that I might have overlooked if I had been left to myself to make up a selling talk on the spur of the moment, here in the store."

"It's not such a bad idea," vouchsafed the boss.

"Yes, and now I'll check up the cookers we have in stock, with the description and the price in the catalog. I'll be primed for all questions and compari-

sons based on M. O. catalog observation. I'm perfectly willing to have a customer study the mail order catalog and then come and look at our goods. I'll be primed with the M. O. selling arguments and in addition I'll have the advantage of having our merchandise right where I can allow the customer to handle and examine it."

"And that's what you call pulling their teeth," mused the old man as it dawned on him.

The Boss Surrendered

"You've said it," replied Jim Bevins, "and if I do say so as shouldn't, I think it is a capital idea. The M. O. people hire the best advertising men obtainable. They have to be cracker-jack salesmen. They know the talking and selling points of their merchandise. They know how to present this in simple, forceful language. Well, I'm willing to sit at their feet and learn. I'm going over every blooming item in the hardware section of the catalog and see what they have to say."

"Guess you grabbed a good idea by the tail, Jim," conceded the old man. He halted a second. The break was coming hard. "By the way, leave that catalog on my desk sometime this morning. I'd like to give it the once-over."

That's why one of the clerks almost had heart failure when he found the old man pouring over a M. O. book. But Taggart was too good a business man to let the opportunity slip. He did not want to underrate his adversary.

Jim Bevin's hunch was a good one. If you doubt it, look up the M. O. catalog selling talk for the ordinary Cast Iron Dutch Oven.

Where Strength means Safety

When a man buys Whitlock Manila Rope he purchases more than simply first-class cordage—he buys protection, safety insurance for his life and property. And he gets it. For Whitlock Rope stands up manfully under the hardest work.

WHITLOCK CORDAGE
THE UTMOST IN ROPE VALUE

By its superior service, Whitlock Rope creates a great goodwill in favor of the dealer who supplies it. And, fortunately for the user of rope, even the first cost of Whitlock is less, for it has greater length per pound. Naturally, progressive dealers throughout the country are building business with Whitlock Guaranteed Cordage.

If you are a user of rope, Whitlock can save you money; if you are a dealer, it can make more money for you. Write today for 1922 Catalog.

WHITLOCK CORDAGE COMPANY

46 South Street. New York

Branches
Chicago, Boston, Kansas City
and Houston

Factory and Warehouse
Jersey City, N. J.



Over
Half Million
Sold Every
Week

MENDETS

A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesmen Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.

Amsterdam, N.Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber.)

Jobber's Name

City

My Name

Address

City..... State.....



Farmers' Exchange Bulletin

BOULDER COUNTY, COLORADO

Published by The Boulder County Farm Bureau

Vol. VI

BLOOMINGTON, COLO., J. 1914

No. 6

BIG REMARKS

MEAD

All arrived
made now
Picnic Farm
in the moun
come in old c

Base Ball
Horse Shoes
Foot Races
Speakers
Stepping Contes
Dance.

By J. W. Valentine, Manager of the
Wilson Hardware Company
Boulder, Colo.

Say boys and girls I want to hear
from every one of you who belong to
in Boys and Girls Club in Boulder
County Write me the club you are
writing Tell me the work you may choose to
in, all about the work you may choose to
I will answer your letters
and anything else you present that I
and anything else you present that I

IS REGISTERED
ER THAN A SO

By J. W. Valentine, Manager of the
Wilson Hardware Company
Boulder, Colo.

I am seated alone in my car with
my Chron on my knee, five miles
north of Ward. It is just 7:30 in the
m so you may know that I left
in the early minutes that I left
of Sunday. We drove through
Canon to Nederland though
highway to Ward. This
and a trip and should be
of a reader of the

REMARKS

By J. W. Valentine, Manager of the
Wilson Hardware Company
Boulder, Colo.

asked if he might
assured that
gladly be
I ask
shop to-
and call
my man
think there is
out that, is

morrow the
p and called at-
headed prancing.
se with waving tail
s groom was rid-
very next day the
himself at As
of the fine saddle
seen the groom

Mr. Valentine used the "Remarks" column in the Farmers' Exchange Bulletin to get the children interested in him personally—the trade came later

Farm Bureau Used As Link Between Hardware Store and Farmer Prospects

Colorado Dealer Builds Trade by Carrying his Message to Outlying Farms through Farmers' Exchange Bulletin.

By John T. Bartlett

HOW a real business was worked up in a small town is the story of the success of J. W. Valentine, manager of the Wilson Hardware Company, Boulder, Colorado.

Mr. Valentine's prospective customers were hidden off in the far corners of the farming country around Boulder and reaching them was a difficult task. Circularizing, without a real list to work on, was out of the question, so Mr. Valentine chose advertising through the County Farm Bureau's Exchange Bulletin. His problem here was to make his advertising mean more than that of his competitors in Boulder and the surrounding

towns which his store served.

That he succeeded is evidenced by the number of his accounts and the places they come from. They are not only from Boulder and the immediate country-side but from all over the county. Where there is a reader of the *Farmers' Exchange Bulletin*, there is a friend of "John" Valentine's.

How he succeeded is told in his advertising copy, which he put across by talking, in print, not merely to Mr. Farmer but to the Mrs. and the children. "Just Be Yourself" is Mr. Valentine's method of writing advertising copy. Talking to his readers, instead of writing for

for Positive Security

Sell

STANLEY BOLTS



Stanley Bolts are of wrought steel and made to hold. The line includes a bolt for every purpose.

No. 381 is a new number, described on page 200 of our latest Catalog of Wrought Hardware. Have you a copy of this book on hand?



No 381

THE STANLEY WORKS

MAIN OFFICE AND PLANTS
NEW BRITAIN, CONN.

BRANCH OFFICES
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES SEATTLE

them is what it really amounted to. In addition to building good-will and getting customers for J. W. Valentine & Company, it produced a first-class list for future circularizing.

Here is one of Mr. Valentine's business-building advertisements run in his column of "Remarks":

"Say! boys and girls! Will you write me a letter? I want to hear from every one of you who belongs to a Boys' and Girls' club in Boulder county. Write me in your own handwriting. Tell me the club you are in, all about the work you are doing and anything else you may choose to write. I will answer your letters and send you a little present that I believe you will be glad to receive. Don't forget to sign your name and be sure to give me your correct address. Tell me your age, too, if you do not object. I won't tell anybody.

"Then, maybe, I will write you several letters before fall, and maybe you will come in to see me, and we will get introduced and you will learn to like me and I will like you and first thing we know maybe I will stop my car in front of your house and ask you to show me the club work you are doing, and maybe I will offer a prize or two for the best work in each club. Of course, you will have to write me first.

Remembers Own Childhood

"I am a big, fat, bald-headed fellow now, but I can remember when I had to hoe onions in a garden club, milk cows in a cow club, and feed pigs in a pig club under the management of my father who did not seem to think that I could work fast enough to get tired. The painful thing of the whole proposition was that the garden had to be free of weeds before I was permitted to

go swimming with the other kids.

"But just mail me your letters, and I will tell you several funny things if you will promise not to tell the police."



**The Man Behind the "Remarks"—
J. W. Valentine**

"Kidding" is another way of describing it, but underneath the surface is a basis of solid business sense, a combination that is available to practically every small town hardware dealer. County farm bureaus exist everywhere—so do boys' and girls' clubs, and those organizations are available for exploitation by the wide-awake merchant who wishes to establish close contact with the farm.

Sent Attractive Gifts

Boys and girls do not "take their pen in hand" over readily to write, and certainly writing a letter to a hardware merchant at the county seat was a novel letter-writing enterprise. Mr. Valentine believed the children should be suitably rewarded. No cheap little trinket, but a trophy worth at retail upwards

(Continued on page 90)

What Mark Twain Said About Man

CONCERNING man, Shakespeare said: "What a piece of work is man! How noble in reason! How infinite in faculties! In form and moving, how admirable! In action, how like an angel! In apprehension, how like a god!"

This will serve as a preface to Mark Twain's opinion of man. Take your choice.

Mark Twain said:

"Man can't sleep out-of-doors without freezing to death or getting the rheumatism; he can't keep his nose under water over a minute without being drowned. He's the poorest, clumsiest excuse of all the creatures that inhabit the earth.

"He has to be coddled, housed and swathed and bandaged to be able to live at all. He is a rickety sort of thing any way you take him—a regular British Museum of infirmities and inferiorities.

"He is always undergoing repairs. A machine as unreliable as he is would have no market.

"The higher animals get their teeth without pain or inconvenience. Man's come through months of cruel torture, at a time when he is least able to bear it. As soon as he gets them they must be pulled out again. The second set will answer for awhile, but he will never get a set that can be depended on till the dentist makes one.

"Man starts in as a child and lives on diseases to the end, as a regular diet. He has mumps, measles, scarlet fever, whooping cough, croup, tonsillitis, diphtheria, as a matter of course.

"Afterward, as he goes along, his life continues to be threatened at every turn by colds, coughs, asthma, bronchitis, quinsy, consumption, yellow fever, blindness, influenza, carbuncles, pneumonia, softening of the brain, and a

thousand other maladies of one sort and another.

"He's just a basketful of pestilent corruption, provided for the support and entertainment of microbes. Look at the workmanship of him in some particulars.

"What is his appendix for? It has no value. Its sole interest is to lie and wait for stray grape-seeds and breed trouble.

"What is his beard for? It is just a nuisance. All nations persecute it with the razor. Nature, however, always keeps him supplied with it, instead of putting it on his head.

"A man wants to keep his hair. It is a graceful ornament, a comfort, the best protection against weather, and he prizes it above emeralds and rubies, and half the time Nature puts it on so it won't stay.

"Man isn't even handsome, as compared with the birds; and as for style, look at the Bengal tiger—that ideal of grace, physical perfection and majesty.

"Think of the lion and the tiger and the leopard, then think of man—that poor thing! The animal of the wig, the ear-trumpet, the glass eye, the porcelain teeth, the wooden leg, the silver windpipe—a creature that is mended all over from top to bottom.

"If he can't get renewals of his bric-a-brac in the next world what will he look like?"

One to Go

"Are you the photographer, Meester?"

"Yes, ma'am."

"Do you take children's pictures?"

"Yes, ma'am."

"How much do you charge?"

"Three dollars a dozen."

"Well, I'll have to see you again. I've only got eleven children."

Acme Freezers Sell Well

Because They Are Built Well

With each Freezer is supplied a recipe folder giving numerous ways of making ice cream and ices. With an ACME Freezer your customers can make ice cream in five minutes at half the cost of store cream.



2 Qt. Size Retail at
\$1.25 to \$1.50.

4 Qt. Size Retail at
\$2.25 to \$2.50.

*Order from your
jobber.*

In the Acme Freezer the dasher remains stationary while the cream can revolves. This insures thorough mixing of the ingredients, and that means good ice cream.

The top rim of the ice can is reinforced with a heavy steel wire to insure strength and durability of the freezer.

Both the bridge and the dasher are made of very heavy tinplate and designed to give maximum strength. The dasher is retinned. In the bottom of the cream can is a steel stud which revolves on another steel stud fastened to the ice can.

These are some of the reasons why the makers of the Acme Freezer guarantee it without reservation and why the dealer can sell it with absolute confidence.

**RITTER
CAN & SPECIALTY CO.**

Philadelphia, Pa.

Factory Selling Agents
BEH & CO., 1140 B'way, N. Y. C.

Acme Freezers Sell all the Year Round



AMMUNITION

has SHOT itself into the good graces of rifle, pistol and shotgun users everywhere.

That same quality which makes results better for the sportsmen, makes business better for the trade.

No other cartridge line carries the number of good things, of bristling newness, that this one does. The Lubaloy non-fouling bullet, boat-tail bullet, open point expanding bullet, and Super-X. Long-range shotgun loads are business bringers that only "Western" dealers know how to appreciate.

WESTERN CARTRIDGE COMPANY

EAST ALTON, ILLINOIS



Men like motors, so the invitation to "step on it" tempted lots of them and got them interested.

Sidewalk Sewing Machine Makes Men Buy Motors

VERY few men would ever stop to think of buying sewing machine motors for their wives if they didn't have the matter brought to their attention in a very unusual and unique fashion.

A certain hardware dealer, specializing in electrical goods, realized this but knew at the same time that a piece of machinery never fails to interest the average male—that he likes to "see the wheels go 'round.'"

Accordingly he placed a motor-equipped sewing machine head on a table on the sidewalk in front of the store, with a pedal which passersby were invited to step on.

Out of curiosity many men did this very thing and thus gave the salesmen inside the store an opportunity to walk out to the street and talk motor to them.

It was a convincing piece of

advertising that brought home the fact to a score of husbands how necessary such a labor-saving device was in their homes, and resulted in increased sales of motors for the merchant.

Store Invites Manufacturers to Demonstrate Their Goods

SUMNER COMPANY, LTD., avail themselves of every opportunity to have a factory representative come to their store and demonstrate the particular line which they happen to be specializing in at that time.

During the past season demonstrations were given by the manufacturers of washing machines, refrigerators and aluminum ware. The washers were shown in the window doing actual washing, the aluminum demonstrator, cooked regular meals which were served to customers each day, and at the same time a special price sale of the line demonstrated was run.

During the refrigerator demonstration the Sumner Company ran a window display showing one of their boxes which had been publicly chained and locked while it contained a miscellaneous assortment of food-stuffs such as milk, fish, butter, etc., just after it had been opened. The goods were distributed among representatives of the press and customers to show that they retained the same flavor which they had when put in.

These special demonstrations have helped to increase the sales and have kept the store prominently before the buying public.

Lending a Hand

"Have you anything to do with those so-called efficiency experts?"

Successful business man—"Occasionally. When the office boy can't throw 'em out alone."

Glide Easy Cup Caster

PATENTED



Can't Squeak
Can't Scratch
Insect Proof

FITS ALL FURNITURE

THREE SIZES

SANITARY CASTER CORP.
NEWARK N.J.

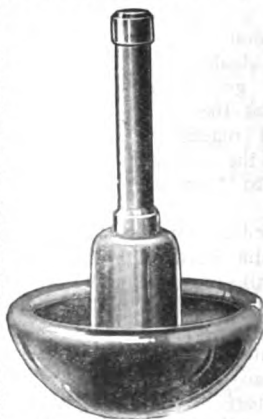
Dealers' Introductory Assortment

A 24 lb. shipping carton containing a fine Display Easel and 1 Doz. sets each (Boxed 4 to a set) of $1\frac{1}{2}$ ", $1\frac{3}{4}$ " and 2" Casters. These 3 sizes cover all furniture requirements.

Costs you \$15.12—Retails for \$25.20.

GLIDE EASY CUP CASTERS are of one piece construction, high grade steel, heavily nickeled, and fit standard sockets already in furniture. Carry weight in a direct line without side strain. Moved with surprising ease in any direction without forcing. Will add years of service to all furniture—Saves wear and tear on floors and floor coverings.

With powdered borax in the cups your furniture is INSECT PROOF.



FILL IN AND MAIL THE
ATTACHED COUPON TODAY

Sanitary Caster Corporation,
26 Scott Street, Newark, N.J.
Please send by.....Caster assortment.
Price \$15.12, to be billed through my jobber.
Jobber
Address
My Name.....
Address



The hardware man dropped advertising circulars from the air.

Hardware Firm Uses Aeroplane for Advertising

A SHORT time ago a biplane visited Moncton, N. B., Canada, and was there for several days. During this time, passengers were taken for trips over the city and surrounding country for a fee. Among them was a member of the staff of Sumner Co., Ltd., who had won the trip in a lucky number contest, arranged by the store's employees.

The store saw in this an opportunity to do some novel advertising, so when the member of the staff started on his flight he carried about one thousand circulars, setting forth the good qualities of their vacuum cleaners, their washers and their stoves and ranges.

All the local papers noted the event, and enough circulars were reported to the Sumner Company to show that they had fallen in nearly every section of the city and some were picked up quite a distance into the country.

Locating Stock by the Map Guide System

MORE than five hundred and twenty separate stove parts are stocked in one series of bins and pigeonholes built along the wall of a large hardware house in Illinois. If a salesman or stock

boy had to hunt for the desired part to fill each order an incalculable amount of time would be lost; however, with this arrangement even a new salesman can quickly put his hands on the ordered part.

Across the top of the row of bins runs a series of letters, one above each vertical row. Down the left hand side runs a row of figures, one to the left of each horizontal row. An alphabetically indexed book hangs beside the row of bins. If the salesman wishes to find a certain grate, he turns to the leaf indexed "G." Then he follows the list of grates until he finds his item: "Grates, Royal Oak, M 12." He thus locates the proper bin as a person finds points on a map by using the combination keys.

Keeping Prompt Payers on the Books

BUYERS on an installment basis form a large majority of the customers of a Spokane furniture house. The accounts are watched and as one gets down to the last payment that customer is given special attention. If the credit "behavior" has been satisfactory, the customer is thanked for handling the payments so promptly and is assured that the store is willing to extend the same courtesy on other articles. She is asked about her needs and an effort is made to persuade her to select a new article, thereby continuing her name on the books. It has been found that, being in the monthly payment habit, and getting a taste of labor-saving devices, she will do this in many cases. Holding an old customer is safer than acquiring a new one.

The difference between success and failure is frequently only a matter of persistency.

Hundred Per Cent. Profit on Stoves Is About Right, Says Mr. Brenn

The G. M. McKelvey Co., of Youngstown, Ohio, after reading the stove article in the January issue of GOOD HARDWARE, write about some of their troubles. Their letter in full follows:

IN looking over your book called GOOD HARDWARE, which I have been very proud to look through and read and get some good ideas from, I find several comments on the question: "Should a Hardware Store Sell Stoves?"

Yes, the same as a department store should sell stoves—in a department of its own, believing that 100 per cent. profit is just about right, for various reasons.

First—You have to give a length of pipe; then your competitor gives a length of pipe and an elbow. Then you have to do the same. Next, he gives a damper and in a great many instances they burn out the grates and want a new set. Some stores give them a new one. How can a merchant meet competition of this kind at a low mark up?

In small cities you have to send a man out to set up the stove, and in a great many instances the cars run only every hour to that particular place and when your man gets back, there is three-quarters of a day gone. You pay him \$25.00 a week—more expense.

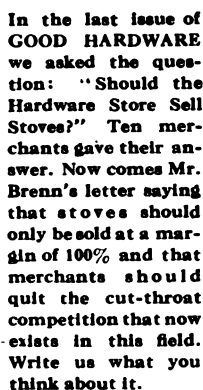
Other competition you have is your "friendly enemy," your competitor who doesn't advertise, but always says, "We undersell the other fellow. John Jones, up the street, sells his for \$15.00, ours is \$14.00." He is always small enough to be a dollar or so under you and that makes the other man come back and get a dollar under him. And so it goes on till no one makes any

profit. If he would meet the price, it would be O.K. If it is a four or five cornered affair, everybody is selling stoves for about cost.

It is the merchants' own fault. They go on record as saying they will do this and then make an underhand cut just the same.

Then, in a great many places they take \$5.00 down, or \$1.00 a week without adding any additional per cent. for carrying the account. That hurts very much.

Trusting that you can carry out a campaign in your book and get the merchants to agree to a 100 per cent. margin on stoves, I remain,
Yours very truly,
W. L. BRENN.



In the last issue of GOOD HARDWARE we asked the question: "Should the Hardware Store Sell Stoves?" Ten merchants gave their answer. Now comes Mr. Brenn's letter saying that stoves should only be sold at a margin of 100% and that merchants should quit the cut-throat competition that now exists in this field. Write us what you think about it.



BATHROOM
HEATER



When your customers build or remodel don't fail to sell them a permanent method for heating the bathroom on chilly days when the heating plant is inadequate or not in operation.

The Reznor Bathroom Heater has been designed especially to meet this long-felt need, occupies no floor space, always in place, and gushes heat the instant match is applied.

Easily installed in any type of wall construction, is a complete unit in itself, and the only appliance of this kind on the accepted list of the underwriters' laboratory, established and maintained by the National Board of Fire Underwriters.



The Reznor Bathroom Heater is the finishing touch to the modern bathroom.

Write for our free booklet of complete information. Be sure "Reznor" is on the heater you install.

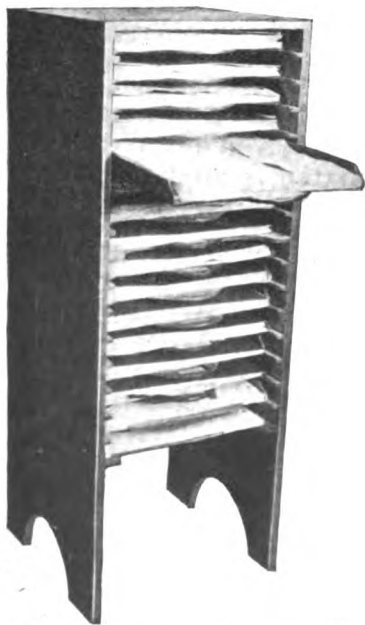
Reznor Manufacturing Company

54 Main Street, Mercer, Pa.

Indexed Cabinet Keeps Billing Up to Date

A LARGE western retail hardware concern has its regular customers' bills run off on an addressing machine and the headed forms, in duplicate, are filed in a series of trays which slide into two cabinets, one for each billing clerk. Each tray has a little pull tab on which is an index of the names contained therein.

The carbon sheet, placed between the original and the duplicate bill form when headed on the addressing machine, remains there until the end of the month. This not only saves carbon paper, for it would be worn in only one spot were it changed from bill to bill each month and then used again, but is a great saving in the time required to make the changes. A



This little indexed cabinet simplifies billings.

boy prepares the forms for the billing clerks.

Each day the charge slips are sorted in a series of pigeonholes that correspond to the trays in the billers' cabinets, and the billers can easily bill them in alphabetical order. When the end of the month arrives, the customers' bills are complete and the duplicates are filed in the loose leaf ledger.

To Check Up on Your Advertising

IF you are skeptical as to the worth of your newspaper advertising, you can test it out by inserting an advertisement in your newspaper space headed:

"Do People Read Advertisements?"

and then follow with a statement to the effect that you have often wondered how many people read your advertisements; therefore, to answer this question to your own satisfaction you will give a souvenir to each person who will clip and bring this advertisement to your store today or tomorrow.

Good Display for a Special Sale

WHEN you are closing out an article or line of merchandise you can bring it to the attention of your trade by the following display, the materials of which are easily obtainable:

Place a clothes-wringer and a wash-tub in the window. Fill the wash-tub with merchandise until its contents are easily seen and place paper money between the rollers of the wringer so that it gives the appearance of being run through them. Use this placard:

**ALL THE PROFITS WRUNG
OUT ON THESE GOODS.**

Prevents Leaks in Their Collection System

WHEN the driver for Hochheimer & Co., Bakersfield, Calif., is sent to collect as well as to deliver, he does not have to depend upon his memory for details of the transaction.

In addition to a sales slip record, the store has a special envelope which has a tongue long enough to fold back over the envelope face. This tongue is printed with the same form as the face of the envelope and what the salesman writes on the tongue is carbon-copied in duplicate on the face.

The tongue is torn from the envelope and sent to the office with the original of the sales slip. The duplicate sales slip, with other papers on the sale, goes into the envelope and is given to the driver together with the goods. He knows what to collect, what the customer's bill amounts to, and what he has paid.

There are spaces on the back of the envelope for his reports. He may have to call several times and to explain what was apparently a failure to deliver, such as a case of the customer being away from

home. At any rate, with the assistance of the envelope all the facts are at hand, and with the duplicate in the office there is no chance for any of those collection slip-ups which cost a good deal in both time and money.

DRIVERS REPORT

4-7 Not at home

4-9 Collected check
enclosed \$200

C. O. D.

Nº 2651

Date 4-6-21

Hochheimer & Co.
Bakersfield, Cal.

C. O. D.

AMT BILL	AMT PAID	AMT DUE
\$52.00	\$17.00	35.00

Mrs M. F. Grandinet
496 E. Price Ave
City

Clerk No. 6

Form 72, Rev. 9-4

This duplicate sales slip goes into the envelope which the driver carries with the goods. On the back of the envelope are spaces for his report as indicated in the upper tag

Radio Offers Opportunity to Pick Profits from Air

(Continued from page 11)

rabbits, or gingerbread men. Then, when this is done and the children are sent to bed, comes the news of the day, and the listeners follow with interest the progress of the world's affairs. After that, the main feature of the evening takes place. Sometimes it is a concert of vocal and instrumental music, sometimes a song recital by such an artist as Geraldine Farrar, sometimes an address by a distinguished man, like Secretary Davis or Roger Babson.

Air Service Covers Country

If for any reason the Pittsburgh program of that night does not appeal to them, a turn of a knob on the receiver "tunes" the instrument to receive from the station at Chicago. This station is directly connected to the Chicago Opera House, and so to this family in the wilderness, hundreds of miles away, is borne every note of "La Boheme," or whatever the opera of that night may be. And if that is not what they want, they can go still farther afield, and, under favorable conditions, can listen to perhaps a vaudeville performance from the station at Newark, or a symphony concert from the station at Springfield.

But even this elaborate entertainment does not exhaust the resources if this remarkable instrument. At other times during the day, it brings to its owner market and crop reports, government agricultural bulletins, weather forecasts, and the official time. In their season, play-by-play accounts of championship baseball and football games are sent out, and on Sundays, the compete religious services of a church can be heard.

What is such a service as this worth to these people, cut off as

they are from the outside world and deprived of much that broadens the mind and makes life worth living? And they are not alone in their enjoyment of this modern miracle. Every night a vast audience, numbering hundreds of thousands and extending from ocean to ocean, silently gathers together to listen to these entertainments. In the audience are the sailor in his ship, the lumberman in his camp, the millionaire in his library, the clerk in his bedroom, the blind man in his corner, the cripple in his chair, and the invalid in his bed, for the radio messages penetrate everywhere on land or sea and are literally as free as air.

But is not a device that can do all these things highly complex and difficult to operate? The transmitting station is complicated and requires expert operators, but with this the public has nothing to do except to listen to its messages. But the receiver is as easily operated as a kodak.

The Receiving Station

A typical receiving station has:

1. An aerial, which is a carefully insulated wire, from 50 to 150 feet long, strung between any two convenient points such as the house and the garage, or two poles erected on the roof.

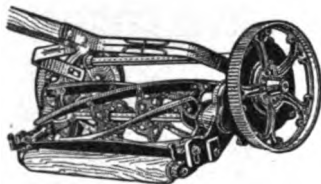
2. The receiver, which is connected to the aerial and to a "ground," such as a steam radiator, or a pipe driven several feet into the ground.

3. One or more pairs of ear-phones.

On each receiver is a graduated scale with a pointer. To hear the messages from any given station, the listener puts on the ear-phones and then turns this pointer until the desired messages are clearly heard. To hear other stations, the pointer is turned further, and one after another of the stations within

PENNSYLVANIA

Quality
LAWN MOWERS



Send today for your package of

1922 SALES-HELPS

They'll hook your store up with our national advertising campaign—Assure your getting maximum returns—Make this your biggest season.

Write now! Tell us which of the "Pennsylvania" Quality Line of Lawn Mowers you carry! And give us your name and address for free imprinting.

PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

This trade mark is
on the handles of:



PENNSYLVANIA STAND-
ARD, high and low wheel.
PENNSYLVANIA JUNIOR
Ball Bearing, high and low
wheel.
PENNSYLVANIA GOLF Ball
Bearing, high and low wheel.
PENNSYLVANIA PUTTING
GREEN (Roller Type).
PENNSYLVANIA TRIO CUTS
84 inches for horse or tractor.
PENNSYLVANIA HORSE and
PONY
PENNSYLVANIA L A W N
CLEANER and RAKE.

Continental High Wheel.
Great American Ball
Bearing.
Red Cloud Ball Bearing.
Orchid Ball Bearing.
Belmont Ball Bearing.
Delta Ball Bearing.
Panama Plain Bearing.
Belmont Plain Bearing.
Electra Plain Bearing.
Pennsylvania B B Trim-
mer.
Pennsylvania Undercut
B B Trimmer.

the range of the instrument become audible and then die out. Each station will be found to be heard best at some definite point on the scale, so that after a little practice, any one desired can be heard instantly if in operation.

To understand clearly the theory of the radio telephone requires profound technical knowledge, so profound, in fact, that few people have actually mastered it. But this knowledge is as unnecessary for the operation of the instrument as is a knowledge of acoustics for operating a phonograph. Of course some special information is essential for the proper selling of receivers, just as is the case with gas stoves and coffee percolators, but everything needful for the ordinary purposes of the dealer can be learned by any intelligent person in a very short time.

Now, omitting all technicalities and details, let us consider these receivers from the standpoint of the merchandiser.

The Retailer's Job

In the first place it must be explained that the radio-telephone business consists of two branches:

1. Supplying the various parts of the apparatus from which the radio enthusiast can build his own receiving set.

2. Supplying complete receiving sets as made by manufacturers.

The first of these branches requires expert knowledge and experience and must be left to specialists. It is no business for the ordinary merchandiser. But where one person wants to build his own set nowadays, a hundred or a thousand want sets ready for installation, so the second branch is the only one that need concern the hardware man.

Complete receivers, suitable for selling over the counter to the public, are made by a score or

more of reputable manufacturers. They range in price from \$10 to \$250, and vary, according to price, in reliability of operation, the distance from which they can receive messages, the clearness and loudness with which the messages can be heard, and the nicety with which they can pick out any one of several simultaneous messages without interference from others. They also vary in details of construction, according to the ideas of their manufacturers, but the three instruments described below are typical of the entire line. The prices given are those for high-grade apparatus.

Receiving Set Prices

Receiver A—Sells for \$32.50 complete. Useful within a radius of 20 miles from a radio-telephone transmitting station. The sounds heard by means of it within this radius are clear, but unless the owner is very close to the station, they are not very loud. It requires practically no renewals of parts.

Receiver B—Sells for \$75 complete, and has a range of several hundred miles. Sounds received by it are much louder than those received by Receiver A under the same conditions. It requires an ordinary dry cell; a special dry battery, known as a "B" battery and costing \$1.50; and a sensitive element known as a "vacuum tube," costing \$7.50. These accessories all require renewing, the first and the last as often as once a month if the receiver is used for long periods every day.

Receiver C—Sells for \$216 complete, and has a range of upwards of 1000 miles. Messages received are very loud, clear, and distinct. It requires two "B" batteries, costing \$3.00; three vacuum tubes, costing \$6.00 each; and a storage battery. The dry batteries and the tubes require periodic renewals, and the storage battery, when



The big Nesco Advertising Campaign has started. The *Post* and *Good Housekeeping* are carrying full page advertisements. The Nesco Message reaches eight million people every month.

Get the most out of this campaign—ask for plans and tie-up material for your local advertising.



familiar with the strong sales features of the Nesco Perfect.

Like in the Nesco Perfect Oil Cook Stove, high standard quality is found in Nesco Royal Ware, the Nesco Perfect Water Heater and Nesco Perfect Oil Heater. They all yield satisfactory profits—quick turnover. Apply to your jobber or write direct for more information.

Nesco News, our helpful trade aid magazine, will keep you informed of the latest sales plans. Send postcard to Advertising Dept., Sec. V, Milwaukee, Wis., for a six months' complimentary subscription.

NATIONAL ENAMELING & STAMPING CO., Inc.

St. Louis
Baltimore

Granite City, Ill.
Chicago

New York
New Orleans

Milwaukee
Philadelphia

NESCO PERFECT

OIL COOK STOVE

Dealers are Capitalizing on this Nesco Trade Aid

"This is the famous non-burnable Nesco Rockweave Wick. See how strands of pure asbestos fibre are wound around brass wires, then woven into a practically indestructible fabric.

"This wick and the Nesco Perfect Burner are two exclusive features of the Nesco Perfect Oil Cook Stove."

A tag and sample wick are attached to the Nesco Perfect displayed on the floor. The tag, reproducing national advertisements, forms a tie-up with the big National Advertising Campaign. The wick attracts attention. Shoppers stop to feel it, then ask questions. A brief, vivid description on the tag tells the story. Your salesmen quickly become

in constant use, must be recharged approximately once a month.

With this last instrument a device known as a "loud speaker" can be used, which enables everyone in a room to hear the messages without the use of ear-phones. It costs anywhere from \$10 to \$100, depending upon the quality and volume of the sounds it produces.

How the Merchant Cashes In

The way in which one sale of radio apparatus leads to others is of special interest to the retailer.

Let us take the case of William Smith, who lives in a town within 20 miles of one of the larger transmitting stations, say, Newark. Having heard the radio telephone operate at the home of a friend, or perhaps being importuned by his small son (the boys are the best boosters for radio), he steps into the local hardware store handling the line. Naturally, he wants the cheapest thing he can get that will work, so he goes home with a type "A" receiver under his arm.

This he installs, and for several weeks he and the rest of the family are charmed with their acquisition. But he soon begins to realize its limitations. The messages, though clear, are not as loud as he would like; only two members of the family can conveniently listen in at a time, though all want to hear all the time; and moreover, he cannot hear Pittsburgh. Now he wants to hear Pittsburgh. His friends who own better sets tell him what they get from that station, and perhaps his local newspaper is publishing the Pittsburgh program every week. Well, there's nothing to it but to get a type "B" receiver with an extra pair or so of ear-phones to accommodate more listeners. Result, nearly \$100 more of business for the dealer.

Now he has a real instrument—one that will give him excellent service from the local stations and will enable him to hear Pittsburgh under favorable conditions. The fact that he must purchase dry cells and vacuum tubes every now and then means more business.

But he is not yet satisfied. He wants to hear Pittsburgh really loud, and also to hear Chicago. In addition, he wants a loud speaker. So he saves up his money, and in time there is more business for the dealer.

Of course, if friend Smith lives outside the 20-mile limit, he must start with a Type "B" set, but otherwise his progress towards better apparatus is the same.

Put a Receiver in Your Home

In order to sell radio telephone receivers, it is absolutely essential for the dealer, or one of his assistants who will have charge of the radio department, to install an aerial at his own home, and try out personally the various types of receivers that he will handle. In no other way can he obtain the necessary information as to the installation and operation of the instrument, and also as to its capabilities and limitations. He can then talk to his customers with the confidence borne of personal experience, and will, incidentally, find his set a source of pleasure and an excellent advertisement.

Where possible, it is also desirable to install an operating receiver in the store to demonstrate to customers. Several of the stations transmit short programs at stated intervals during the day, and customers are told to come in at these periods so that they can listen in. However, the receiving radius from any station is much shorter in the day-time than it is at night, and in addition, local day-

Your jobber has the

BEE-VAC ELECTRIC CLEANER



Send him your order today for one or more BEE-VAC Electric Cleaners. Be ready for the spring house cleaning season. You can sell the BEE-VAC with maximum satisfaction and profit to yourself and equal satisfaction to the purchaser. The BEE-VAC retailing at \$42.00, east of the Rockies, is the greatest electric vacuum cleaner bargain in America. Your jobber has an interesting sales story to tell you about the BEE-VAC.

*Ask him for
full information
about it*

*Made and
Guaranteed by the*

B I R T M A N
ELECTRIC COMPANY

Dept. D 5

Lake & Desplaines Streets
CHICAGO

time noises are likely to cause confusion, so that such demonstrations are inadvisable except for localities close to the station.

Service to Customers

A very important question is that of giving service to buyers of receivers. "I've put up the set I got from you but it doesn't work," is a complaint that will be heard quite often unless arrangements are made in the beginning of operations. In other words, the radio business is not one that can be undertaken casually.

But a dealer, who is seriously interested and who is assured of an adequate volume of business, will find that the reputable distributors will stand behind him in this matter of servicing. Several of them maintain Service Departments which are prepared to handle all the details of installation and trouble hunting in the territories near their offices. For more distant localities they often train some one designated by the dealer to a point where he can handle 95 per cent. of the cases that arise, while the more difficult ones are referred to the distributor.

In selling radio instruments and supplies the dealer's first difficulty will be to let his trade know that he is handling radio. He can do it by advertising, by show window displays, or by any of the accepted means of letting a community know that he is in business.

Because of its newness and general interest a radio-telephone window display would attract most attention from passers-by. In order to concentrate that attention on the new line it would be well to install a receiving set, for which no license is necessary, in the store and have a loud-speaking device outside the window. In this way advantage can be taken of the free

air service which the big manufacturers furnish as publicity for the radio-telephone idea. Although radio has taken very well it is still novel enough to attract attention and make the man in the street pause to look, listen and remark, not only of radio equipment but also of the countless other articles, "Now, ain't that a good 'un!"

As the man in the street pauses he is joined by a group of other men in the street and every one of them is a potential purchaser.

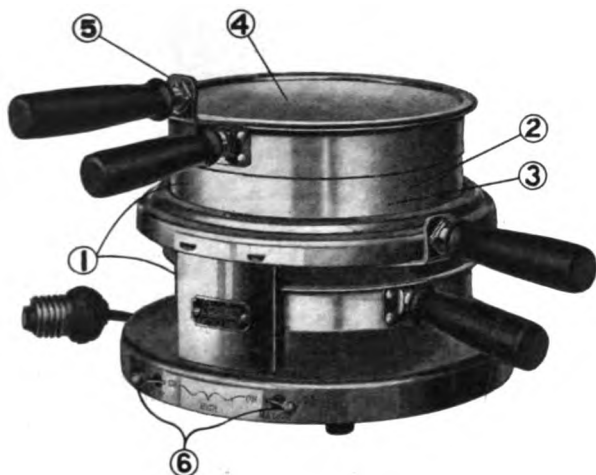
Advertising by Radio

By equipping the store with a transmitting outfit, for which a license is required, the owner can obtain all the free advertising he wishes. There are thousands of amateur radio operators in every city, and they are continually purchasing apparatus, batteries, wire, and additional parts for enlarging their plants. Why not let them know that you are in the radio business and that you can sell them the instruments or parts they want? This can be accomplished by broadcasting, that is, by sending a general call to all listening stations. After the attention of all has been obtained you can send out your information by wireless telephone.

This latter method is especially advantageous to hardware stores in the residence districts. The wireless operator who desires to buy instruments does not like to make a trip to town for the purchase of some standard piece of apparatus. If the hardware store around the corner carries the particular thing he wants the chances are that he will purchase it there. Radio operators, being progressive, like modern methods of getting business, and what could be more novel and modern than advertising by wireless telephone?

Announcing

The Simplex Electric Breakfast Stove



Six Big Selling Points

1. **Aluminum Utensils—**
Strong, light and easily kept clean—they never rust.
2. **Monel Metal Heating Element Frame—**
Monel is the everlasting metal that cannot rust, oxidize or discolor under the effects of high temperature, acids or anything that might spill on it.
3. **High-Speed Radiant Coil Heating Element—**
The red-hot coil that lasts so long.
4. **Two Reflector Pans—**
For boiling operations, two reflector pans are necessary—one as a reflector and the other as a cover. This saves the heat—keeps it in where it is wanted and speeds the cooking.
5. **Extra Heavy Handle Supports on Reflectors—**
A great convenience that saves the fingers.
6. **Tumbler Switch for Three-Heat Control—**
Simple, neat, conveniently operated—vastly superior to ordinary plugs and snap switches.

These six points mean easy selling and The Simplex Electric Breakfast Stove stays sold.

Write for further evidence

THE SIMPLEX ELECTRIC HEATING CO.
85 Sidney Street, Cambridge, Mass.

BRANCH OFFICE: 15 South Desplaines St., CHICAGO, ILL.

Mr. Harvey Goes to School

(Continued from page 18)

my head I want some old friend whose legs still reach to solid ground to swing hard on the seat of my pants?"

"But you know how those things go. When a fellow reaches that stage of the game the good old friends he used to have are not the same good old friends—and it's usually the climber who's to blame. The fellow who lams him then isn't passing out love taps. He's trying for a knockout.

"Young Red out there was in his junior year at high school, when I was forced to retrench. I had left the management of the lumber and coal yard to a man whose family, when I finally got his number, was all that kept me from sending him to the Pen. By the time the implement houses and the lumber people got through with me, I was eating mighty humble crumbs. This was about the time I commenced to recognize certain old friends when I passed 'em on the street. Somehow their faces hadn't seemed very familiar for some time previous."

The hardware merchant paused a moment while he gazed fixedly at a setter pup curled up tightly in a corner. When he slowly raised his head his eyes looked very bright.

"Several of 'em to whom I had barely nodded for years took my hand in the street and asked if there was anything they could do for me. I wasn't that bad off, but the decency of mankind as a whole is something truly wonderful. It worked a change in me and when the change was in good working order I began

to indulge in that most unpleasant duty called introspection. Deflation is a good word, too.

"Well, after the smoke of battle cleared a bit and I, in a chastened frame of mind, had invoiced my worldly goods, I found that I still owned the hardware and implement stock and about ten thousand in book accounts."

I cut in, "I know what you must have had to contend with there. I've seen it hundreds of times! You had too many irons in the fire and your book accounts were allowed to age. You probably spent two years on them and finally got in about fifty cents on the dollar. Am I right?"

"Red," who had come up and was leaning against the door jamb, laughed in glee. "Dad isn't the parent of a red head for nothing. Go on, Ironsides, boost the family stock."

The mocker ducked quickly and fled for safety as his father slid from his chair and made a wrestler's grab for the neck. He seated himself again with a boyish grin. "'Red' hates to be flopped before an audience; but to get back to cases. I cleaned up nine thousand six hundred thirty-two dollars of that ten thousand and I did it in less than six months. You see I had been hit with an idea. I decided to work. It had struck me all of a sudden that the reason I had hit the toboggan with the lumber and coal was that I hadn't been on the job. I thought I was working, but I decided that my employees were the workers and I merely the workee. I put myself on trial. I hated to admit that I was the dumb-bell that the disastrous results seemed to indicate that I was.



Make It a Double Sale

ONLIWON HYGIENE—the cabinet service of toilet paper enables you to make a sale of cabinet and toilet paper at the one time. It also insures reorders because ONLIWON toilet paper must be bought to refill the cabinet.

ONLIWON HYGIENE

is the protecting service of toilet tissue from a handsome nickel or porcelain cabinet. It is replacing the untidy roll in fine residences because it harmonizes with beautiful lavatory fittings.

Special Offer

Our Special Introductory Price enables you to offer an inducement to your customers—a nickel or porcelain cabinet worth \$1.50 and eight packages of toilet paper worth \$2.00, all for \$2.50. (West of the Mississippi, \$2.75.)

Write for information about special cartons, free folders and display cards.



Through this Emblem you can profit by the experience of other buyers and users.

A. P. W. PAPER COMPANY

Department B
ALBANY, N. Y.

"And when I had that money in the bank I regarded it with genuine veneration and awe. I imagine a young hen experiences the same sensations over its first egg. Achievement!

"Strange to relate, I had more friends after that collection soiree than I had before. I seemed to have more pep. Increased physical effort seemed to agree with me. Folks kept telling me how well I looked. Trade increased and a good percentage of it was with younger people who hadn't done business with me before.

"I began to think some more. I had two hustling young chaps with me but they weren't the entire attraction because a good share of the customers insisted on my personal attention to their wants. And then one day I hit it! I was younger! Younger in mind and body. When I went home that evening my mind was made up. But I didn't spring it on the boys for two solid years. I let their mother in on it and she cried and hugged me and said that she would come along when the time arrived and keep house.

"The following week I sold the implement business for fifteen thousand cash. I tucked it away in the bank and before the year was out I had collected all of my implement book accounts, and had the tidy gross of twenty-five thousand dollars drawing interest.

"If I live to be a thousand I will never forget the expression on my boys' faces when I met 'em in the registration room at the State University on matriculation day! I had sent east and procured a copy of my credits from my old high school and, after a personal interview with the Board of Regents, had

qualified in all but mathematics, and before I signed up at the University I passed a stiff test in that. You see when I saw they had me guessing, my mind got to working again and I followed suit. For one year business called me to the capitol one day each week. That business was higher mathematics."

"By George, sir!" I ejaculated "that took real courage and purpose!"

"Well, yes. I believe I'm frank to admit that it did, for me. But I made it and the kids were honestly just tickled stiff. I didn't really crave Greek or cube roots—but what I did want to strive for was just Youth!

"*Mental youth and physical youth.* That's what I wanted. They say a man is as young as he feels—but how many of 'em feel that way—when they've reached fifty? I intended to feel that way. I wanted to grow up with my boys—not to 'em or away from 'em. Having just plain horse sense, and not being afraid now to use it on myself, I had realized that my boys and I would never make a three horse team that would pull *abreast* unless our viewpoints were identical in many, many of the smaller things. The big things I knew would still be left to Dad's judgment as always—at least, for some time to come.

"Well, sir, you'd honestly have died! I was rushed and rushed; three fraternities camped on my trail! I joined the Demosthenian Debating Society—and wore a plaid golf cap. I attended drill regularly and became a sergeant in the company that Red captained his senior year!

"I twanged a wicked string in the Glee Club and worked out regularly in the gym. Man Fri-

9,914,000 Families

Viko Aluminum Is Now Nationally Advertised

The tremendous selling influence of national advertising has been placed behind VIKO, The Popular Aluminum.

Starting with the January and February issues of national magazines reaching city, town and farm, millions of sales messages on Viko cooking utensils will be directed at the big market for this

popular-priced, high-grade aluminum ware.

This advertising blankets the homes of America. It reaches the worthwhile families of your community and the surrounding territory from which you draw your trade. It will help increase the profits of every Viko dealer.

These are the publications being used in this big advertising and sales drive:

The Saturday Evening Post	2,250,000
Good Housekeeping	600,000
McCall's Magazine	1,500,000
Christian Herald	264,000
People's Home Journal	800,000
Woman's World	1,000,000
Farmer's Wife	700,000
Farm & Fireside	800,000
Farm Journal	1,000,000
Successful Farming	850,000
Iowa Homestead	150,000

Total Circulation 9,914,000 Families

A complete line of advertising helps will be furnished to every Viko dealer to enable him to connect his store directly with this powerful sales campaign. Send for yours now.

VIKO, The Popular Aluminum, is sturdily constructed from thick sheet aluminum, 99% pure. It is durable, finely designed and is beautifully

finished. The Viko line is complete—it comprises utensils for every cooking requirement. Viko prices are unusually low.

Put the Viko line in your store. Profit from its big appeal of quality at low price. Connect your store with the national advertising campaign. For full information—

Ask Your Jobber

ALUMINUM GOODS MANUFACTURING COMPANY

General Offices: Manitowoc, Wis., U. S. A.

Makers of Everything in Aluminum

VIKO

The Popular Aluminum

day! You can't commence to imagine how tired I used to be some nights. And sore! I turned out regularly in season in an effort to land on the second team. I can still see Mother's horrified expression the evening I came home with my broken nose all taped up. She swore it was done on purpose. The boys were too rough for me to play with! She wanted to take me out of school at once!"

The hilarious football player laughed until the tears came to his eyes and his face was rosy red. "You see we never dared to tell her that I had made the tackle and that the other chap was laid up for a week afterward! She'd have scolded me to death for picking on a mere boy. The poor child, by the way, tipped the beam at two-ten in his rags and in the play before he had deliberately picked on me as easy, thoroughly-aged meat.

"That was all right, but after he had brought me down with a slap that nearly split me right open he seemed to take fiendish delight in what had happened to my nose. He's a fine boy though, and with my eldest son, Ed, is now running the best hardware store in Denton. Bill, Ed. and myself own the Denton stock but the boys are buying it from me on easy payments.

"Young Red and myself own four-fifths of this business. The remaining fifth went to a mighty good man who ran the place while I was away at school—the reward of merit. Of course I used to skin down here every other Saturday, but he earned it, every penny of it."

"Mister Harvey," I said, sizing it all up from the present perspective, "please tell me frankly whether you feel that it

paid—those four years. Don't you consider it a sacrifice after all, in view of the fact that you tell me you went through a certain mental regeneration after you lost your lumber and coal business?"

It was a test question. I wanted to see if the natural enthusiasm which we all have for things of the past was permanent, genuine. If he hedged, the whole remarkable tale was spoiled. Flat. If he waxed indignant, felt aggrieved over my apparent stupidity, I would always feel that the keen edge of intelligence was missing—the vital something lacking in spite of the unusual effort. But I might have spared myself the embarrassment. The man graded one hundred per cent!

He smiled quietly. "I see. You want to see if I *am* that way. I look right—it sounded right but you want to know if I'm merely a fourflusher, or really have a right to be in the picture."

He didn't answer my question.

"Today I feel fit. I am fit. My 'holier than thou' attitude has gone forever. I am more tolerant. I don't condemn anyone because their ideas and mine do not coincide. I am secretary of the State Hardware Merchants' Association and President of our local Chamber of Commerce. I advertise regularly in not only our own local paper but in a dozen others in the country—and this store draws trade from distances that don't look right on the map.

"The self-administered four year mental tonic worked. Today I have ten times more imagination—the productive kind. I can talk the same language as my boys and their friends. We understand each



SMOOTH-ON

Repairs leaks in kitchen utensils—also cracks, leaks or breaks in furnaces, pipe lines, boilers, waterjackets and automobile radiators.

National publicity has forced these facts home to the public in a way that will sell Smooth-On Iron Cement No. 1 with very little sales talk on your part or on the part of your clerks.

It's a known and tried product that offers a generous profit on every can sold.

Smooth-On comes in 6 oz. cans, packed 12 to a carton, ready to display on your counter. Also sold in 1 lb., 5 lb. and larger sizes.

The cost of a 6 oz. carton to you is \$2.70—retails for \$3.60. Your jobber can supply you.

Write for information regarding our dealer proposition on this product

SMOOTH-ON MFG. CO.

570-574 Communipaw Ave., Jersey City, N. J., U. S. A.

COUPON

Smooth-On Mfg. Co.
Jersey City, N. Y.

Please send me at once 1 carton of Smooth-On No. 1, 6 oz. size, price \$2.70.

My Name

Address

CityState

Jobber's Name

City

Some
SMOOTH-ON
Uses

Repairs

Kitchen
Utensils
Ovens
Pipe Lines
Gas Fixtures
Boilers
Furnaces
Waterjackets
Auto
Radiators



other; where there is real understanding there is friendship. And friendship can be absolutely sincere—and still be profitable to a hardware man."

I had enjoyed every minute of my stay and thanked him heartily. I told him that his basic view-point was inspiring and in my own opinion well worth sharing with other merchants.

"All right," said this college lad, "shoot, and add one last bid of suggestion. Tell 'em to read 'The Greek Myths' to stimulate dormant imagination. I mean it. It's a darn sight more practical than pulling all of your teeth out to cure a pain in your stomach!"

We had reached the front door and as I grinned at the last remark he quickly lifted my hat, vigorously rumbled up my hair, crammed the hat down to my ears, and as I endeavored to dig out he retreated down the store. His apology reached me dimly, "Today is my birthday and boys will be boys."

Advertising That You Can Get Free

FIRE Prevention Day is a good time for a window display of ash cans, fire buckets and similar articles. Clean Up Day offers a splendid opportunity for getting rid of a lot of goods along the same line, as well as brooms, dust-pans, shovels, mops, and so on.

Don't fail to hook up with the popular movements in your city or town; get the full benefit of all advertising that doesn't cost you anything, and that means sales.

A Few Serious Hardware Problems:

Why is sorting nails like gambling?

Because it's matching pennies.

When is a nail like a horse?

When it's driven.

What is the difference between a pair of eye-glasses and a cross-cut?

It's a matter of tense. With one you *see*, and the other you *saw*.

Who put the *ham* in hammer?
Armour—he puts *ham* in everything.

What is the difference between a joke and a staple?

A good joke has but *one* point, while a good staple has *two*.

Which was the watch that made the dollar vamoose?

The watch on the Rhine.

What article of stock is it that *sticks* and at the same time is a *fast* seller?

Glue—that's what it is made for, to *stick fast*.

What gave the window *pane*, caused the sash to fall and made the casing sag?

When they saw the weather *stripping*.

Why do you call your mule "Facts?"

Because *facts* are stubborn things.

Which is the *soft* side of hardware?

The *profit* side.


**MILLERS FALLS
TOOLS**
SINCE
1868

Announcing a New Finish for Millers Falls Tools

WE take pleasure in announcing a new finish for our tools which will make it possible for you to obtain a greater turn-over on Millers Falls products.

We have adopted an attractive red finish for prominent parts of our tools. This is applied by a new process which gives a smooth, glossy, enamel finish. On the gears of our breast drills is placed a gold-leaf decalcomania. On the handles of other tools is placed a small transfer which is a reproduction of our trade mark. Frames are treated with a new japanning process. All nickel parts are polished and nickered with greater care than heretofore.

We feel sure this new Millers Falls finish will be greeted with enthusiasm by everybody who in any way is concerned with the sale or use of Millers Falls tools. Your customers will turn with greater interest to the Millers Falls Tools displayed in your store, because of the attention-compelling value of our new finish.

Millers Falls Breast Drill No. 97—the most complete breast drill on the market. 5 distinct actions. No workman can see its beautiful new finish without being impressed. Length 17 1/4 in.



Millers Falls Hand Drill No. 2—the finest hand drill made. Used by skilled workmen all over the world. Finished throughout in the new Millers Falls Finish. Length 14 1/2 in.

Our good friends, the dealer and the jobber, will see in it greater display value, faster turn-over, quicker and more frequent profits.

MILLERS FALLS COMPANY, Millers Falls, Mass.

Manufacturers of Carpenters' Tools, Hack Saws and Automobile Tools

When the M.O. House Wins the Local Merchant Loses

Read what a great magazine is doing to help merchants in the fight against mail order competition.



BILL, the station agent, is wheeling in a shipment of mail order goods.

John Smith read a nice ad. that told him he could save a lot of money by buying from mail order houses.

So he sent an order for a lot of hardware. His wife also ordered some things for the kitchen and a new dress for herself to make up a shipment.

You and I know that he did not save any great amount of money. He probably did not save anything.

But he *thinks* he did.

And he tells his friends what bargains he got, what grand people the mail order folks are and what a profiteer the local merchant is.

"Eliminating the Middleman"

The mail order houses advertise that they "eliminate the middleman" or sell "direct from manufacturer to consumer," giving the impression that their prices are much lower than the prices of the local merchant.

The DELINEA

Every line of mail order advertising has been barred from *The Delineator* and associate publications, with a circulation of 1,500,000 among the very people you want to do business with.

One magazine recently ran \$40,000.00 worth of mail order advertising in just one issue. Now we have no particular objection to other magazines carrying all the advertising they can get. Perhaps it is alright for them to run this mail order advertising alongside that of goods sold through retail stores.

We simply refer to the above instance as an example of what it is costing us to cast our lot with the retail merchant in the belief that merchandise—whether it be carpet tacks or ready-cut houses—should be distributed through regular retail channels.

The influence of this elimination of mail order advertising from *The Delineator* is felt in your store. It not only keeps the enticing mail order advertisements away from its readers, but it *sends people into local retail stores to buy*—into your store.

What are you going to do about it?

Recommend *The Delineator* to the manufacturers whose goods you sell. It has a tremendous circulation among the very people who can afford to buy the things you sell. It has barred out mail order advertising. It sends business to your store instead of to the big catalogue houses. It is to your own interest to recommend it every time.

Write and let us know how you feel about this matter. *Are you with us or ferninst us?*

THE DELINEATOR

BUTTERICK BUILDING, NEW YORK

The Delineator sends people to retail stores. It pays to push goods advertised in The Delineator



ATOR Will Not Acc
Order Adve

Your Business Allies

Read the two preceding pages about the great work *The Delineator* is doing for retail merchants. Then note this list of well known manufacturers who are advertising in the March issue of *The Delineator* and are helping you sell some of their products. It will pay you to see that these lines are featured *now*.

IDEAL HEAT MACHINE AND ARCOLA

American Radiator Company
New York and Chicago

PYREX GLASS OVENWARE

Pyrex Sales Division
Corning Glass Works, Corning, N.Y.

FLORENCE OIL COOK STOVES

Central Oil & Gas Stove Company
Gardner, Mass.

MIRRO ALUMINUM

Aluminum Goods Mfg. Co.
Manitowoc, Wis.

LE PAGE'S GLUE

Russia Cement Company
Gloucester, Mass.

LIQUID VENEER HAND MOP AND POLISH

Buffalo Specialty Company
Buffalo, N.Y.

NAPANEE DUTCH KITCHENET

Coppes Bros. & Zook
Nappanee, Indiana

TYCOS FEVER THERMOMETERS

Taylor Instrument Companies
Rochester, N.Y.

LIQUID VELVET WALL FINISH

O'Brien Varnish Company
South Bend, Indiana

3-IN-ONE OIL

Three-In-One Oil Company
New York City

GORHAM SILVER POLISH

Harold F. Ritchie & Co., Inc.
New York City

KYANIZE FLOOR FINISH

Boston Varnish Company
Boston, 49, Mass.

DENNISON'S PAPER GOODS

Dennison
Framingham, Mass.

SANI-FLUSH

The Hygienic Products Company
Canton, Ohio

O-CEDAR MOP AND POLISH

Channell Chemical Company
Chicago, Ill.

KIRSCH CURTAIN RODS

Kirsch Mfg. Company
Sturgis, Mich.

Mail order advertising takes business a way from your store. *The Delineator* sends business to you by accepting only the advertising of goods sold by retailers.

The DELINEATOR

What is Turnover?

(Continued from page 20)

"Oh, but I got an extra ten off—that's why I bought \$60 worth at one time!" you exclaim. All right: then you got the \$60 worth for \$54. You sold at the same price, of course—\$90 total. Therefore you got \$36 spread, less your 25% expense on \$90 sales or \$22.50. That left you \$13.50 on each turn, or \$27.00 total which, figured against the \$54 used, shows you 50% on capital employed.

Maybe you have plenty of money, so you say that the only difference is in the interest on capital. But there you are wrong, for expenses pile up at a rate seldom appreciated against idle stocks and inert capital. I have never seen any figures on this subject, but I know that in the grocery business it is conceded that the extra expense is all of 3% a month. As the average expense in the hardware business is considerably higher than in groceries, I should say the hardware man's burden was at least equal to the grocer's.

Save These Handling Costs

So the expense against the item under discussion will be as follows:

1st mo. sales, \$15 at 25%.	\$3.75
2nd mo. sales, \$15 at 28%.	4.20
3rd mo. sales, \$15 at 31%.	4.65
4th mo. sales, \$15 at 34%.	5.10
5th mo. sales, \$15 at 37%.	5.55
6th mo. sales, \$15 at 40%.	6.00

Total	\$29.25
-------	---------

Take that total from your \$36 gross earnings and your net is \$6.75 each six months, \$13.50 a year. Divide that by your \$54 of capital employed and you have capital-earnings of only 25%. This is one-sixth of what you made on the monthly turnover of

\$10 capital. Worse than that—it is \$1.50 less actual money!

But there is still another factor of disadvantage in the carrying of excess stocks. It is a factor I have never seen referred to by anyone else. This is the labor charge that always lies against any merchandise that must be handled more than once.

A small supply of any item can be brought in, put on sale and not touched again, except to wrap up the items as sold. But any surplus of that item must be packed away in the store room. It must be moved to make way for other stock as it arrives. It must be brought forward as stock out front is exhausted. It may be subject to deterioration or not. It is certainly subject to being "lost"—overlooked—until another supply is ordered. It may lie there for months, idle, unnoted.

This may seem a trifle to you as you think of the waste space in your various boxes and drawers—capable, maybe, of holding twice the present stock. Maybe most of your drawers would hold a gross of cupboard catches as well as half a gross, and you feel that they would entail only one handling at that. Well, think it over. Needless long stocks tie up not merely the capital in an item here and there; but the habit entails the locking up of thousands of dollars which might be working for you elsewhere and which now are idle.

I have not mentioned deterioration except incidentally. You know what that may mean to you in a miscellaneous stock running into 12,000 items or more. Long stocks also entail the danger of things becoming obsolete and being left on your hands permanently—things you cannot "give away," as you probably know.

Nor have I mentioned credit. But I can say that a merchant may

have sales of \$600,000 a year and be so stock-poor that no bank cares for his paper, while many a man may do only \$30,000 a year who has stock so well in hand and in such excellent condition that he carries \$1,000 or so in the bank and is regarded as an excellent risk. In this case, the smaller man is master of his destiny. He gets all the choice offers and can pick and choose what he will buy. And one great fundamental of this condition is to know about stock-turn and watch it everlastingly.

The Summary of Stock-Turn

To put it in a nut-shell:

Rapid turnover means higher earnings, under decreased handling charges, plus increased net earnings and enhanced credit.

It is accomplished by knowledge of the fundamentals and watchfulness. You have to use the want-book constantly to keep stock, yet keep it moving! But it is accomplished mostly by *selling* merchandise.

Let me emphasize that a little by saying that the prime weakness of most retailers is that they are buyers but not sellers. Look into your own habits and see if this does not apply to you.

Most retailers consider the buying end of their business as crucially important. It is important, but altogether it should occupy only a small percentage of your time.

The sales-end of most retail businesses is weak. A merchant's business is primarily in front where he can meet his customers. Every angle of the science of sales is the merchant's most important study—from window dressing to deliveries of small packages. Pay more attention to getting rid of goods, waste less time in buying and both your turnover and profits are apt to increase.

Comparative records, all matters of accounting, will help; but I cannot go into that further now. I want now to point out what may legitimately modify turnover in certain circumstances.

First, location always is a most important factor in turnover. The man in Nome, Alaska, cannot turn his stock as often as the merchant in Winnipeg; and the Winnipeg merchant cannot turn as frequently as the hardware keeper of Mount Vernon, New York. Once yearly may be splendid for Nome, four times may be exceptional for Winnipeg, yet six times may be only normal for Mount Vernon.

Let us look into Santa Fe, New Mexico. There is a prosperous hardware store kept by two progressive young men. Their stock, when they bought the store some six or seven years ago, was \$12,000. In 1919 it had climbed to \$40,000. To see why is really not difficult.

Location Affects Turnover

Santa Fe is a little place of 8,000, a quarter of whom are of Anglo-Saxon antecedents and 6,000 assorted among aboriginal Americans and Mexicans. It is on a side line, distant some 90 miles from Albuquerque, the metropolitan city of the state. Residents in Santa Fe can get anything they want from Albuquerque in about 24 hours by telephoning for it.

So to retain their trade and build it up, those hardware men in Santa Fe have aimed to keep "everything" their customers could ask for. They have established the habit among their customers of calling first at the local store, generally to find what they want. So those men have made a good investment out of a comparatively slow turnover. But at that, they

**Stewart
No. 1
Ball
Bearing
Clipping
Machine**

Retail
Price
Reduced
to
\$12.00



You Can Always **STEWART** Clipping Machine

Needed right now all
out the year for clipping
— and for spring
horses and mules.
with a stock gets the



Put the Machines to Work For You

Take 'em out of the
boxes—set 'em up in your
window or on your floor.
They are convincing sales-
men that work for you
continually.



Our advertising in the
farm and dairy papers your
customers read will bring
them to your store. Many
sales for Stewart Machines
in your community — you
can make them.

Ask Us For Advertising Helps

Forceful window cutouts and other display
material—movie slides—cuts for ads and cir-
culars—envelope folders.

Some one will get that business that's all
around you—why not you?

Your jobber sells Stewart Machines

Send your order to him today

CHICAGO FLEXIBLE SHAFT CO.

5614 Roosevelt Road, Chicago

32 years Making Quality Products


Stew
Elec
Clip
Mac
Han
Typ
All
stan
volt
Ret
\$8

Stew
Elec
Clip
Mac
Ped
Typ
All
stan
volt
Ret
\$8



Estate **HEATROLA**

THE ESTATE STOVE COMPANY, HAMILTON, OHIO

A photograph of a newspaper page, likely from The Saturday Evening Post, showing a grid of text columns. A handwritten note in cursive is written across the top left of the page.

Advertised in
full color pages
Saturday Evening Post

Confidentially—200 Women wrote as follows:

Several months ago we gave a woman in Illinois the names of women who had Heatrolas in their homes. We did this so she could learn, first-hand, what actual users thought of this way of heating. She wrote to all two hundred, for she wanted to be certain before she bought. The replies she received were so remarkable that she sent them on to us.

Practically every reply was that heating results were wonderful! Most without exception, *every woman advised her to obtain a Heatrola without delay!*

We print this, because we believe it is something you, and every mail dealer, will want to know.

It is proof positive that you can recommend the Heatrola 100%, to your customers, as the most economical and modern way of heating all homes, with or without basements. We will send you copies of these letters if you ask.

Color Ads in The Saturday Evening Post

Note particularly that we are putting the biggest thing in advertising behind the Heatrola—full pages in color in The Saturday Evening Post.

Thus millions are being told of a new-day way of heating; of a cleaner, more economical way.

The demand is heavy and the business is fast. Profits are quick. Retail dealers are making fast turnovers—everybody is happy.

Write us today. Get the facts. We have new business, new customers for you, right in your own home town.

were planning to cut deeply into stocks when I talked with them.

In Oklahoma City and in San Francisco are two hardware stores that stand out from the common run in striking fashion. I am not sure that the Oklahoma store is not the finest on the continent. It is certainly a wonder. The San Francisco store is of similar character—carries wonderful stocks and is splendidly managed. Both those stores have stock-turn well within possible limits; but the explanation is the long haul for much of what they must carry. So the turn runs $3\frac{1}{4}$ and 3.43 times respectively.

There is a splendid hardware store in Joliet, Illinois, where a very large stock is carried. The turnover, as I recall it, is around 3 times. Joliet being only 50 miles from Chicago, one of the greatest wholesale marts in the world, why should such a heavy stock and slow turnover be proper in that town?

Well, precisely because of that contiguity! If that merchant were to run out of stock and be compelled to phone Chicago for it, his customers could do the same thing. But he has the stock. He has such an abundance of it, running into all possible needs for everybody, that nobody ever has to think of Chicago. They can all buy at home—and they do.

This has far reaching consequences to that business. Joliet is a town of railroads and railroad shops. Shop machinery breaks down occasionally when not merely hours but minutes count. Foremen have discretionary authority to buy in emergencies, and sometimes they rush to this shop for a set of gears which are sold only once a year or less frequently. But the gears are there—and they know they are there—so the sale is made and the local man gains prestige. Motions in railroad offices

are apt to be deliberate. A foreman who sends a requisition to headquarters may have to plan long ahead or be out of stock. Rather than risk this mishap and also to avoid the customary railroad red tape, foremen often make emergencies when they do not crop up, and supply their wants from the local store.

So circumstances modify turnover and all factors must be taken into account.

There are many other features to this question, but my space is exhausted for now. Perhaps we may take them up later. Let me therefore close with one suggestion:

When Quantity Buying Pays

No single factor stands alone. One must not get a "bug" on one question and forget others. The merchant must keep his head level. And there are times when it is perfectly legitimate for a man to buy more heavily than he has been doing.

Those times are when he sees a chance to *sell more*. If by careful planning and due consideration of everything you determine that you can sell four times as much of a given article in a given time, it is all right for you to buy, say, *twice as much*. Then get busy and *sell* the goods. That is a legitimate piece of business. That is where quantity buying has its place. Such things are the means whereby our business is made to grow and progress—having the stimulus of stocks to be moved behind our sales-energy.

But beware of the habit of just *buying*. Don't buy more than you need just because an extra discount is offered. You make no profit until goods are sold. You make most profit out of rapid sales—active capital—brisk stock-turn.

FLORENCE

PORTABLE OVEN



Do not hesitate to recommend and guarantee the Florence Oven to the most particular housewife.

It is the oven that gives uniformly good results.

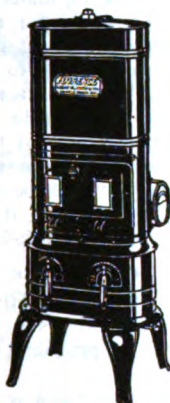
We stand behind your guarantee.



Improved latch, hinges and door keep all heat inside. Asbestos interlined; welded grates; glass door; double heat spreader prevents burning on bottom. For use on any oil, gas, or gasoline stove.

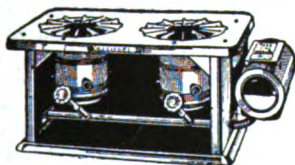


No. 29 - 22, two - burner. Height, 18½"; depth, 13"; width, 21½"; weight, crated, 30 lbs. No. 19-22, one burner.



FLORENCE Tank Water Heater

Burns kerosene; two powerful Florence burners. Twenty-eight feet copper coils; exclusive, patented "water-leg" casting pre-heats water and prevents condensation. No. 22-20. 38" high; floor space, 17" x 17"; weight, crated, 77 lbs.



11" high; 14" wide; 22" long

RELIANCE

Wickless Oil Stoves

A high-class wickless stove. Intense blue flame heat close to cooking. Valve control. Powerful burners. Pipe connections electrically welded. Brass finished oil reservoir with glass end; visible oil supply. High shelf and base can be furnished. 1, 2 and 3 burner sizes.

Cast Iron LAMP STOVES

Union, 1, 2, 3 burners; Model, 1, 2 burners; Brass wick tubes; 4 in. flat wicks



CENTRAL OIL & GAS STOVE CO., 362 School St., Gardner, Mass.
Makers of the famous FLORENCE OIL COOK STOVE

Why Does the Farmer Avoid His Local Hardware Dealer?

(Continued from page 25)

irritate or insult the retail hardware dealers of the country there would be no sense in doing it. There is enough irritating material and trouble in the world for retail hardware dealers without going out of our way to add to it.

Because this is written in the earnest belief that local hardware dealers can overcome some of the resentment and resistances of the farm trade, I believe it will be accepted in the spirit in which it is offered, that of a friendly heart.

Why Trade Leaves Home

We all love to tell one another how to mind one another's business. The writer is probably no exception. But—

If you were a farmer and went into a retail hardware store and asked for a ball-pein hammer, and the clerk very clearly didn't understand you and brought you a carpenter's hammer, then looked bored while you explained or tried to explain what a ball-pein hammer is, and then the clerk went over and asked Harry, got you the hammer, told you the price, and went away—unless you wanted the hammer badly you wouldn't buy it.

If you went into a hardware store and asked for a Disston cross-cut saw, and the clerk tried to sell you some other brand, telling you that his brand was better, you would probably tell him that that was a matter for him to decide for himself when he was buying saws, but that you would judge when you were buying.

If, when you went into a hardware store and asked for a pair of tinsmith's snips, they told you they didn't carry them, but could get some for you, you would probably say, "I want them now—that's why I'm here."

It has been said (I don't know how correctly) that barely 15 per cent. of the clerks in the retail hardware stores today were there five years ago, and that the other 85 per cent. of clerks are new, do not know their business, do not know the stock, and do not know prices. If this is so, then the proprietor of the hardware store has a job ahead of him, because in the education of his retail clerks to be advisors and salesmen rests his first step in gaining the confidence of the farm trade.

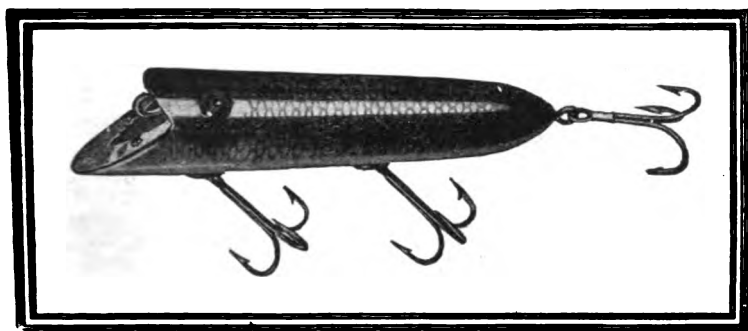
The farmers all say (again I do not know with what truth) that the retail hardware stores have not cut their prices, but are trying to sell their old inventory at the old prices. If this is so it's going to take a mighty long time, for the farmer is shopping as shrewdly as he knows how, and that's pretty shrewdly.

It has been claimed by investigators that the hardware stores of the country are stocked up on unsalable goods. That can't be wholly true. But there appears to be a bit of truth in it, for the lists that are brought back of the material found hidden away under counters, in closed boxes, and drawers are convincing.

Hidden Stock Won't Move

Just recently a traveling salesman told me of a sale of \$200 worth of goods he made to a hardware dealer in a good location, in the spring. He wrote:

When I made my fall trip I found the goods in the original packing case with the cover half taken off. I said to the dealer, "Why do you keep \$200 hidden away like this?" and he made some excuse about being too busy which didn't get by with me because I stayed there two hours and only four people came in. I



The New Head-On Basser A Different Bait

Made by Heddon

Here's a bait that's sure to have a big run this coming season. It can't help going over big.

Just show it to a man who knows baits and watch his appreciative smile. Its realistic scale finish, life-like colors and metal shark jaws make it look like such a sure bet that nine out of ten bait casters ought to buy it on the spot. Price 85c.

And when it comes to action? Without jerking—just under a steady line pull, it makes quick darts to right and left. Then after an uncertain hesitation for a fraction of a second, it shoots off again. If any bait will bring in a string to be proud of, the Head-On Basser will.

Elastic enamel guaranteed against cracking or peeling. Scale, plain or rainbow finish in a variety of color combinations. Has three treble hooks with patented detachable fasteners. A Heddon-Quality job throughout.

The Head-On Basser will bring you some nice tackle business this season because it sure takes the fish.

We're telling your customers about it. Get acquainted with the Head-On Basser so you can tell them about it too. Write for dealers' discount sheet.

JAMES HEDDON'S SONS, Dowagiac, Michigan



IS YOUR STOCK COMPLETE?

Order From Your
Wholesaler Today

HENRY W. PEABODY & CO.

Domes of Silence Division

17 STATE ST.

NEW YORK

DOMES OF SILENCE

Counter Displays

Sell Goods



got permission to unpack the goods and make a window display of them, and while I was dressing the window a man came in and bought one of the items that I was just putting into the display, saying that he didn't know the Blank Hardware Company carried such goods.

There are retail hardware dealers who stand high with the farmer trade and who do a tremendous business. In Lancaster, Pa., there is a firm known for twenty miles in all directions for its square dealings, fair prices, and clean stock, and farmers make that store their trading center.

Gets Out to the Farms

Another store in New England doesn't look like much of anything on the outside, but the proprietor spends four days of every week in a flivver, traveling a radius of one hundred and fifty miles calling on farmers, visiting with them, and in the course of the visit determining if there is anything in his store that will help the farmer. The other two days of the week he puts in at the store, buying and in management, and says if he could get another man who could go out and do the same thing he would be glad to hire him. But he has failed to find anyone who has the knack of visiting profitably. Either the man tries to sell goods immediately or else he never tries to sell goods, and neither way will bring results.

It Must be Wooed

The farm trade, like every other group of trade, must be wooed with special care and thought. It is a tremendous field and one that is growing year by year in buying power. The automobile gave the farmer his taste of comfortable living and luxury, and having tasted, he is keen for more.

Hardware Merchant and Groceryman Cooperate to Get Trade

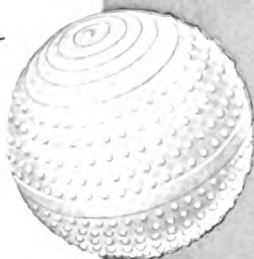
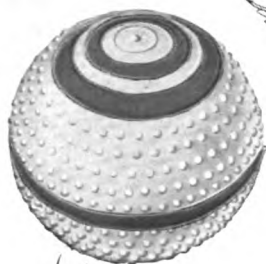
ONE hardware merchant desiring the interest and trade of women housekeepers in electrical goods hit upon a novel idea of getting their attention.

After a week of preparatory advertising, the hardware merchant moved a range into the grocery store of a friend of his and had a woman prepare a number of items of food right in the store, to be sampled by women who came in to buy their groceries. The dishes selected were new ones and made a big hit with the women, and also interested them in a range that cooked food so deliciously.

At another time a coffee percolator of a fine type was kept busy preparing coffee for visitors to the grocery. As a winter stunt this not only interested the women in the percolator, but gave the grocer's customers a warm welcome. Near the table on which the urn was shown was an educational exhibit of other electrical labor-saving devices which could be bought at the hardware merchant's store.

A roast of beef was also cut up and served in sandwiches, after remaining in a fireless cooker all morning, to the women who came into the store in the afternoon. This made many women realize the advantage of having a fireless cooker in their own homes.

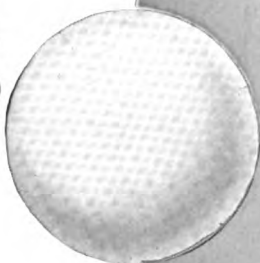
Before the weekly series of demonstrations was over a number of lines had been shown, including glass cooking dishes, a power washing machine, a food grinder, an egg beater, an ice cream freezer, a churn and several other devices sold by the hardware man and used in food preparation.



Stock
These
High-Bouncing
Fast-Selling
Play Balls

PARAMOUNT
PLAY BALLS
THEY BOUNCE HIGHER

Made by the
*World's Largest
Play Ball
Manufacturers*





Whee!

Watch Paramount Balls Bounce

The first thing anyone does with a ball is to BOUNCE it. It's human nature. And it's a fine test for a ball. If it bounces high, it shows that the rubber is pure, new Para. It proves proper inflation. And it demonstrates careful inspection.

PARAMOUNT Play Balls are *first* in workmanship, fast colors, novel designs, and high bouncing qualities. The PARAMOUNT line includes solid and inflated balls of all sizes; moulded, striped, spotted, or with pictures. The white balls are the whitest ever made.

PARAMOUNT PLAY BALLS *THEY BOUNCE HIGHER*

If you are not featuring PARAMOUNT Play Balls, you are missing a steady, year-round money maker. Your jobber can supply you.

Our New York Display Room is conveniently located at 120 West 32nd Street (half a block from the Pennsylvania Terminal). Write for our dealer's folder, suggesting fast-selling assortments, showing profit you will make, and what other dealers have done. It's free—write us now.

Paramount Rubber Consolidated, Inc.
5232 Germantown Avenue
Philadelphia, Pa.



Starts Pipeless Furnace Department Because of Employee's Error

(Continued from page 30)

in the city in September each year and one hundred or more prospects are secured at this time.

In advertising, the firm has featured a series of pictures of interiors of homes in which the furnaces are being used, giving the number of rooms in the house and the number of tons of coal used during the past winter. It is claimed that the pipeless is far more economical than the old-style hot-air furnace, and considerable space is given to emphasizing this advantage in these days when the price of fuel is almost prohibitive. These advertisements have proved to be excellent publicity and have been imitated by dealers in other cities throughout the country.

Selling talk is based largely on the economy of the pipeless. It is far more economical to install and it is claimed that the pipeless consumes much less fuel than does the old-style furnace.

The fact that it is not necessary to cut holes in every room and otherwise to tear up the house makes the pipeless attractive to the owners of homes in which there has never been a furnace. By installing this new-type furnace, they are told, they may have all the conveniences and comforts of the old-style heating plant without the disadvantages and expense of the latter, while their fuel bill will be no higher than when they were using baseburners.

Every plant installed is fully guaranteed to heat the entire house at an even, living temperature and the manufacturers back up the retailer on this guarantee. As a matter of fact, the salesman always sees to it that his customer installs a plant that will easily heat

at least 1,000 cubic feet more of room than that contained in the house, so there is little likelihood of complaint arising from this source, even in the coldest weather.

Furnaces are sold on time payments, but to home owners only. About one-fourth of the total cost is paid at the time the installation is made and the remainder of the purchase price is paid in one year.

While it is not now expected that the total number of furnaces sold this year will equal last year's figure, E. J. Dore, manager of the department, is quite optimistic and is expecting a creditable showing.

Sealed Bid Auction Will Move Old Stock

HERE is one way of getting rid of discontinued articles in stock—goods that remain unsold because they did not appeal to the fancy of your trade and are, therefore, taking up space and tying up money.

Try selling this merchandise by obtaining sealed bids. Display the goods, article by article, for one week, in your window or store, with a card asking your customers to bid on them by enclosing their name, address and price offered in a sealed envelope to be left with your clerk.

Open the bids at the end of the week, allotting the merchandise to the highest bidder. Whatever loss there may be on the merchandise can be charged profitably to your advertising expenditures.

Life in a Few Words

Uncle Bill Smith read the railroad sign: Stop, Look, Listen.

"Those words express the whole scheme of life," he said.

"How so?" asked a friend.

"You see a purty girl, you stop, you look, and after you marry her, you listen."

On Making Visitors Bring Home the Bacon

(Continued from page 35)

prepare for the visit, vacationists are sure to forget something and to buy it while away from home. The merchant who puts the things they are likely to need out where they can see them is the man who makes the sales.

Here again nationally advertised goods attract, for the vacationist never gets so far away from home but that the little things he sees will remind him of it.

The tourist is another profitable bird to go hunting for. He's rather a jumpy sort of a bird, but you can wing him by employing the right tactics. He gets so used to putting miles behind him via the motor car or train that he forms the habit of wanting to do everything else at the same pace. The wise merchant humors this trait in the tourist by preparing to give him rapid-fire, but efficient service.

The merchant who gets the most trade from tourists is the one who in the open season on tourists collects the articles they most commonly desire and puts them by themselves in a section of the store where these hurrying visitors can quickly give them the once-over and buy without loss of time.

Service Sells Tourists

The merchant who thinks tourists' trade of no more value than a dogberry would be for frightening away burglars leaves the articles that will appeal to tourists scattered all over the store. Then when the tourist comes in to make some purchases, half an hour before his train time, it takes the sales-person so long to find the first article he wants that Mr. Customer gets impatient and goes out without buying anything at all, or

takes the one article and goes elsewhere to get the others.

Give the conventionist, vacationist and tourist an enthusiastic greeting when they come into the store. They're surely worth it—and they'll show their appreciation by giving you more trade. A few welcoming signs tacked up on the chief roads leading to your city and along the railroad tracks pay good dividends by inducing out-of-towners to come to your store.

Your affectionate father,

HENRY.

Tryanad!

When you're feeling sad and blue,
And no orders come to you—

Tryanad!

When your goods stick on the
shelves,

Stick—and will not move themselves—

Tryanad!

When biz seems all out and down,
Nothing stirring in the town—

Tryanad!

When you'd like once more to
smile—

This advice is worth a trial—

Tryanad!

Soon you'll wear a steady grin,
Folks who "try it" *always* win—

Tryanad!

When you're feeling sad and
blue—

Try it, try it, try it—do!

Tyranad!

TRY AN AD!

A small boy called on a doctor one evening. "Say, doctor, I guess I got measles," he remarked, "but no one knows. I can keep it quiet."

The doctor looked puzzled.

"Aw, get wise, doctor," suggested the small boy. "What'll you give me to go to school and spread it among all the kids in the village?"—Tit-Bits.

CADILLAC

ELECTRIC VACUUM CLEANER



Cadillac Nap Insurance

When you sell a Cadillac Electric Vacuum Cleaner, you automatically insure the rugs and carpets of your customers against wasteful destruction and removal of nap.

All vacuum cleaners clean, but the Cadillac—with oversize $\frac{1}{4}$ H.P. Motor and friction driven brush—cleans without doing violence to the nap.

A Cadillac sale is, therefore, a form of service to your trade for the wise buyer can be impressed now as never before with the economical side of vacuum cleaning.

Cash in on this very important nap-saving feature of Cadillac operation. Your demonstrations to prove your claim to skeptical customers can be made very spectacular. We will show you how. Nap Insurance will be talked about more tomorrow than it is today and the Cadillac is leading the way.

Our sales co-operative plan is worth your inquiry.

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 78 Duchess St., Toronto, Ont.



Meet the
I. C. U.
"family"

of 24 of the slickest "miracle workers" ever. I. C. U. Nickel Polish is one member. It is used by Rolls-Royce, Packard, Winton, Peerless and Hudson manufacturers; by the best dealers and garages in the country. Simply apply with a soft cloth, let it dry, then wipe it off with a fresh cloth. BOY—what a lustre, and how it does *linger*!

Send for Sample Can

and I. C. U. "family album," a complete "family" of the fastest turning line you ever handled.

THE LIVINGSTON CO.

Div. G

161 Day St. New Haven, Conn.



Farm Bureau Used as Link

(Continued from page 43)

of a dollar he mailed to every letter-writer. Some of the proudest little misses in Boulder county were sewing club girls who received a brand new pair of scissors from Mr. Valentine.

Do you suppose they will remember him?

Valentine's message addressed directly to farm bureau members don't read like most advertising; they don't look like advertising because he has the column set like news matter, with a monthly head like this—

REMARKS

By J. W. Valentine, Manager
of the Wilson Hardware Co.,
Boulder. Colo.

Usually any reference which is made to merchandise is in the last quarter of the column.

For example, here is a message which Mr. Valentine wrote on a Sunday motor trip into the mountains back of Boulder. More than half his column is about the trip. Then he goes on—

"The Farmers picnic at Lyons on the 14th had a right to be one of the best in the history of this annual affair, but it rained. I guess there were some white dresses in the bunch that will have to be put through the wash tub. This brings me to thoughts of our line of One Minute Power Washing Machines. What a blessing it would be to women everywhere if all had one. All you need to do with a One Minute is to couple it up with your gasoline engine, fill the thing with hot water and clothes and go merrily on with your dish washing while the washer cleans your clothes. High in value for the labor they save,

but not prohibitive in cost. Trot right in, please, and see the One Minute."

Every month or so Valentine sends a sales letter to Boulder county farmers. He is active in the affairs of the county bureau. He uses personal intimate messages in the *Farmers' Exchange Bulletin*. He attends picnics, institutes and other farm gatherings. What wonder is it that the farmers all know Valentine, think well of him, trade with him?

Valentine is as active in pursuit of farm and other business in 1921 as ever—more so—and one result is as busy a hardware store as you will find in the whole Intermountain region.

Red Line Leads Customers to Special Sales

A NOVEL advertising and sales idea was employed by a Massachusetts hardware dealer who is situated in a store that has a considerable depth.

Each week he offers a bargain, the articles being allowed to remain on their usual shelves. Attention is attracted to them by a red line going from the center of the store to their display space.

This line is in the form of a red ribbon and leads from a circular sign hanging in the center of the store, descriptive of the plan and terminates in the goods where the bargain is offered. Each week this line is changed and it has become a slogan with his customers to "Follow the Red Line," a plan which was suggested to him by the "Follow the Green Line" idea in the New York Subway.

It also offers good newspaper advertising and material around which to build window displays.



Why a Kester Solder Sale means a succession of repeat orders

Solder business grows fast when you sell a solder of which you can truthfully say "all you need is this solder and heat—no flux!" There is just one such solder—



The drawing above tells the simple story of soldering without separate fluxing. The scientifically prepared acid flux is contained in small pockets located at the center of the genuine tin-and-lead wire. Just before the solder is melted the flux is released—result: exactly the right amount of flux at the right time, producing a hold-fast bond every time.

You'll know why every Kester sale brings repeat orders when you try a free sample of this solder. Just send the coupon. When you see how "self-fluxing" cuts soldering time in half, you'll decide to let this better solder build a profitable solder business for you. Sold in one lb. cartons and on one, five and ten lb. spools.

CHICAGO SOLDER COMPANY

4213 Wrightwood Ave., Chicago
Direct Factory Representatives: The Faucette-Huston Co., Chattanooga, Tenn. Louis J. Zeisel Co., 216 Market St., San Francisco.



CHICAGO SOLDER CO., GH-2-22

Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

Name

Company

Address

City State

Our Supply House is

Canned Foods Week—March 1-8 1922
Don't Forget



MORCO STILLSON WRENCHES

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

**MOORE DROP FORGING
COMPANY**

SPRINGFIELD, MASS.

MORCO

STILLSON WRENCHES

Window Display Made From Advertisements

A NOVEL and interesting window display can be made by utilizing the advertisements of products you sell, clipped from the current trade and national magazines. These clippings are fastened to the glass of the window by means of labels. Placed in the window are the products advertised with a small ribbon streamer running from each article to its advertisement.

Printed Labels Tell Store's Policy

THE long established store can use, with excellent effect, printed labels to call attention to the fact that its success has been due to its policy, "The customer must be pleased." Here are some suggestions for matter which can be appropriately used on these labels:

SON, ASK YOUR FATHER if during the thirty years we have been in business in Greenburg, he ever knew of a single instance where we were not willing to adjust any dissatisfaction with merchandise bought at our store. We have assumed some responsibility that rightly belonged to others, rather than have the customer feel aggrieved. This is one reason why we have been in business all these years—and we'll treat you just as well as we treated your father.

FATHER, TELL YOUR SON that we have grown older with you, and during all the years you have known us you have never heard of any man, woman or child but that got a square deal from us. Give your boy this tip. A good trading point is worth as much to him as it was to you.

Starts a Discount Club for Customers

A LARGE Chicago hardware store is building business by a unique plan known as the "Discount Club." At various periods during the year discount sales are held and anyone purchasing a certain amount for cash is entitled to membership in the discount club.

The membership card entitles the holder to a cash discount on purchases made any time during the twelve months from the date the card is issued. This privilege is given only to members holding the authorized membership card of the discount club. The card carries the signature of the merchant and on the back of it is printed the terms and rates of discount on various articles. The plan, being novel, is winning a great deal of extra trade for this merchant.

Puts Pumps Where Men Will Buy Them

THE Linder Hardware Co., of Tulare, California, has discovered that before buying an automobile tire pump the average man likes to try it. Trying a pump is to him what pointing a shotgun is to a sportsman.

Therefore, this company has its pumps stocked behind the counter, but on the front of the counter there is a display case without glass. In it hang a number of tire pumps, very handy for the automobile owner to lift off and try. This concern has found that not only does this plan help to speed the sale, but tempts a man to buy even though he has come in for other goods.

Demoralized

"Do your employees watch the clock?" asked the visitor.

"It's worse than that," groaned the employer, "they've all got wrist watches."

HEEKIN CANS



The Can with a Hundred Profits

EVERY WOMAN in your community needs a number of these cans—for flour, rice, sugar and other foodstuffs. Every farmer needs them for his rendered lard and sorghum.

Order Heekin Cans with your name prominently displayed. These cans are attractively lithographed in color—the labels in black.

Each can brings you a good first profit. Then it advertises your store 365 days a year. It keeps your name constantly before your customers—and brings them back again and

again. Every one of these cans is a perpetual salesman for you.

Heekin Cans come in the popular 50-pound size. Colors are red, blue, yellow, green and gold. Cans are also supplied with one extra color on label.

Orders are accepted for as low as three dozen cans with your name and address lithographed on the labels. Order in assorted colors for variety and to make attractive window displays. Free booklet tells all about Heekin Cans. Write for booklet and free sample can today.

THE HEEKIN CAN CO.

6th, New and Culvert Streets, Cincinnati, Ohio



The new Du Barry Model is shown above, to the right.

Standard Set: Razor (either model), safety guard and package of three Durham-Duplex blades (6 shaving edges) all in handsome white celluloid case. One Dollar Complete.

Other sets up to \$12

Additional Blades 50 Cents for a package of 5

Now every man can shave his own way with these famous blades

WE have decided to let *all* men shave their own way with the marvelous Durham-Duplex blades by adding the DuBarry Model to the Durham-Duplex line. The famous Durham-Duplex blade can now be used either as a regular razor, as the Durham-Duplex safe razor, or as a regular safety razor.

We are telling the story of the new set in the biggest advertising campaign ever undertaken by a razor manufacturer. Thousands of He-Men right in your community will welcome the chance to enjoy the famous Durham-Duplex blades by buying the DuBarry Set. Ask your jobber for details.

DURHAM-DUPLEX RAZOR COMPANY
Jersey City, New Jersey

Jersey City, U. S. A.
Sheffield, England

Paris, France
Toronto, Canada

Sales representatives in all countries



DURHAM-DUPLEX

The Razor for He-Men

Waterbury

Largest Manufacturers of
is now to distribute its own line



THE readers of this publication are familiar with the fact that the Waterbury Clock Company were the originators and developers of the non-jeweled, or clock type watch.

The immense production of the Waterbury plants—more than 15,000 watches per day—has heretofore been marketed through one well-known organization under its own private brands. But conditions have now arisen that makes it desirable for the Waterbury Clock Company to themselves undertake the responsibility of marketing their watch line.

It is unnecessary to emphasize to the present reader the excellence and dependability of Waterbury watches. Millions have been sold throughout the world, and every one has either kept time, or the purchaser has received a satisfactory adjustment. That is a reputation such as is sustained by few products of any classification today.

The policy of the Waterbury Clock Company emphasizes co-operation with the jobber and retailer, which means that the efforts of the company will be exerted not to place watches on the retailers' shelves, but to sell them to the public. The largest sales and advertising campaign which has ever supported any watch line is being put into effect to soundly establish Waterbury watches with the public. Waterbury watches are to be not only the best watches of their type, but the most salable as well.

Two special assortments—one of 18, the other of 36 watches—have been prepared, giving the dealer full line representation with minimum investment. Details will be forwarded promptly on request to the nearest branch office. Write today.



WATERBURY CLOCK COMPANY
FACTORIES: WATERBURY, CONN.

Sales Offices

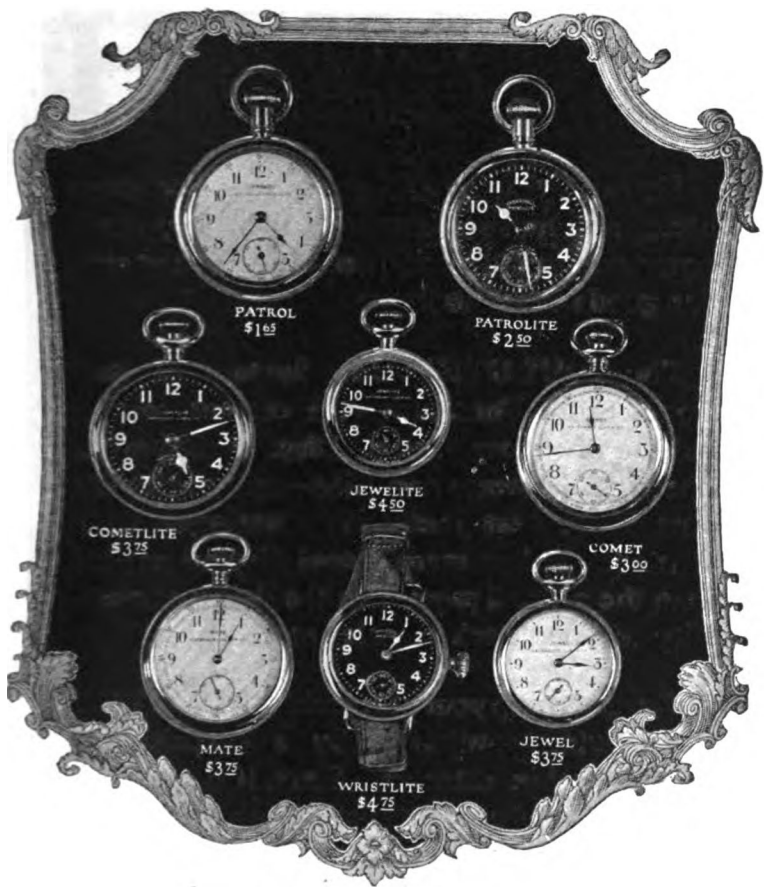
NEW YORK
 137 Centre St.

CHICAGO
 215 W. Randolph St.

SAN FRANCISCO
 360 Fremont St.

Clock Co.

Low priced Watches



This illustration shows complete Waterbury line and the retail prices.

Meet Mail-Order Competition with **DULUTH** STORE EQUIPMENT

You can display the goods in your store better and more attractively than any mail-order competitor can possibly display similar goods in a catalogue.

The "DULUTH" Unit System of Sectional Store Furniture—the correct combination of Show Cases, Display Cabinets, Shelving, Drawers and Bins—will positively outsell the best mail-order catalogue ever printed. It has more visual display appeal than the printed page, plus the living personality of your clerk or salesman.

You can equip your store with "DULUTH" salesmaking equipment by a surprisingly small initial investment. Start, if necessary, with a single unit consisting, say, of Base and Display Cabinet for tools. This will earn the cost of the next unit, exactly matching it, which can be added when you are ready.



DULUTH

STORE EQUIPMENT

always means QUALITY. Its excellence shows in fine materials, substantial construction and attractive design and finish.

Send us a rough sketch showing ground-plan and dimensions of your store and get our suggestions, without cost or obligation to yourself. Please write us NOW, for you owe it to yourself to investigate the service we can give you.

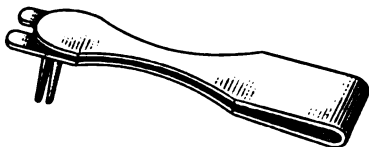
DULUTH SHOW CASE CO.,
4942 WADENA STREET
DULUTH, MINN.

A Quality Product



OUR rivets are the product of fifty years of development and research. The perfect driving qualities, smoothness of clinch, and appearance of the finished work all make their appeal to the practical user.

*Hand Tool in each
small box of Clinch Rivets*

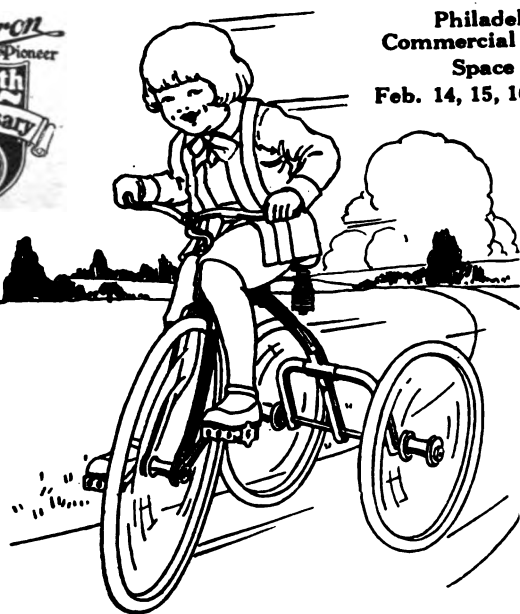


Buy for Quality and buy for Economy

Tubular Rivet & Stud Company
Boston, Massachusetts



Philadelphia
Commercial Museum
Space 158
Feb. 14, 15, 16, 17, 1922



Something New at the Toy Fair

Gendron will be there. Dealers and buyers will be surprised—pleased—with the new features—the added improvements—that will make Gendron the outstanding—most talked about—line of 1922. You cannot afford to miss the Gendron line. See it at the fair or Commercial Museum.

New York Toy Fair

Rooms 414-416

Breslin Hotel

February 6th to March 11th

The Gendron Wheel Company

649 Superior Street

Toledo, Ohio

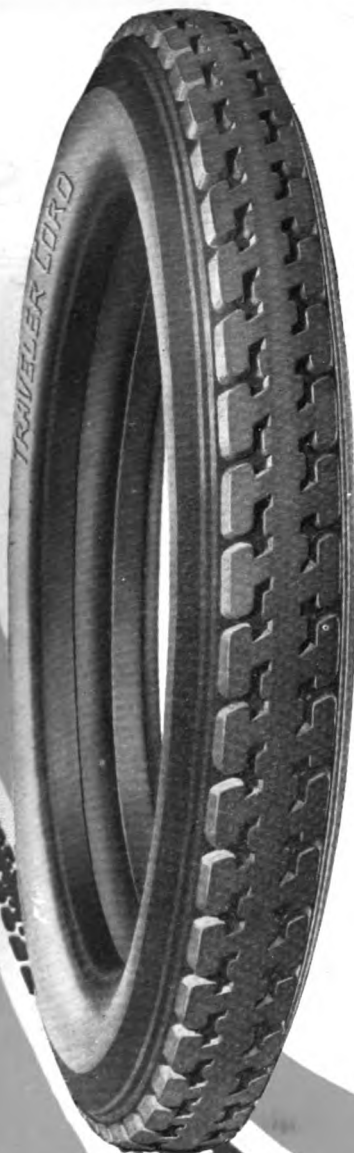
STIMPSON FORKED RIVETS



*Your Jobber Will Supply You
SPECIFY "FORKED RIVETS"*

Edwin B. Stimpson Company

801 Kent Avenue, Brooklyn, N. Y., U. S. A.



Dumb
Tires
or
Tires
That
Talk
?

Tires That Talk

Ordinary cord tires are as silent as the Sphinx. They are just tires—dumb and without character.

Traveler Cord Tires are different. They speak for themselves; they explain themselves; they **SELL** themselves.

Traveler talking points are *real*—they carry conviction.

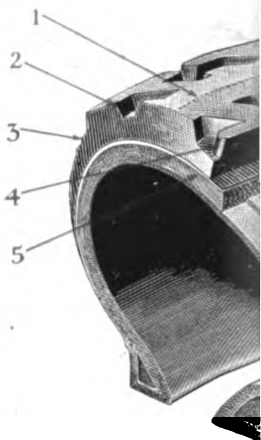
Just show a customer the Traveler Cord cross-section. Point to the 50 per cent. thicker tread. Let him "heft" the tire to feel the 20 per cent. heavier weight. The extra weight is pure plantation rubber—**NOT** "loaded" with chemical.

Show the flat outside of the tire—giving greater traction, slower wear, and preventing skidding or side-slipping.

Show the two "steps" from tread to side-wall, giving protection from stone-cuts and stone-bruises, and preventing separation of tread and carcass.

Tell about the **EXTRA** ply of fabric, and call attention to the **DOUBLE** amount of rubber between each ply. **BOTH** sides of each ply are rubber-coated, instead of one side as in ordinary tires.

Show the pure rubber, high-raised **SHOULDERS**, giving long mileage and warding off stones, nails and other puncturing objects.



1

Flat Outside gives greater traction, mileage; prevents side-slipping and skidding.

2

**50%
THICKER
TREAD**

3

Two steps from tread to side-wall give protection from stone-cuts and bruises and prevent separation of tread and carcass.

TRAV

the tires with



Tires That Sell

Let the customer see, feel and weigh for himself. His own senses and reasoning will sell him; he knows it isn't salesman's "bull."

That's why we call Travelers "the tires that talk."

Traveler Cord Tires have **TEN REAL**, *convincing* talking points. Any *one* of these points would be worth while. But **TEN** are **OVERWHELMING!**

Why not get Traveler Talking Points to work for you? They don't draw a salary but they *do* draw **TRADE**. Traveler Cords and Traveler Fabric Tires each have wonderful talking points.

You want two things: Satisfied customers and personal profits. Traveler Tires give you **BOTH!**

Traveler Profits and the Traveler Plan will interest you.

WRITE TODAY FOR FULL DETAILS

Traveler Rubber Company
Bethlehem, Pa.

High-Raised Shoulders give high mileage and repel stones, nails and other puncturing objects. Non-skid tread.

Extra Ply of Fabric and Both Sides of each ply coated with rubber. *Double* the amount of rubber between each ply.

20% Heavier. (Pure plantation rubber, *Not* "filled" or "loaded").

ELERS

talking points



TRAVELER Mileage Guarantees Maintained!

The remarkable construction of Traveler Cord
Tires and Fabric Tires enables us to *guarantee*
these mileages.

8000 Miles for Cords

7500 Miles for Ford Fabric Tires

6000 Miles for Fabric Tires.

Neither the dealer nor the motorist must pay more for the wonderful
Traveler Cord construction. Traveler Cord Tires are

Worth More—But Cost No More



**TRAVEL ON
TRAVELER
CORD
TIRES**

*The Sign of a
Traveler Dealer
Means Public Confidence
and Dealer Profits.*

"I Want a Job in Your Store"



This **MILWAUKEE TIMER** Display Stand is all ready to go to work in your store—on the counter or in the window. It is one of the best "silent salesmen" you ever saw. Made of steel, so it will stay put and won't tip over. Handsomely lithographed in five colors. Holds an actual **MILWAUKEE TIMER** and Brush Assembly.

Have you asked for yours yet? It's all ready for you. All you do is ask for it—and give it a chance to sell goods for you.

Drop us a line today and get one—**FREE**, postpaid. You'll find it sells a lot of timers you might not sell otherwise. While you're waiting on another customer, Mr. Display Stand calls Mr. Fordowner over, shows him the superior quality of the **MILWAUKEE TIMER**, and closes the sale. All you do is accept the money and punch the cash register.

By the way, if you're not handling the **MILWAUKEE TIMER**, better send an order to your jobber today. There's no reason why you shouldn't sell timers to your Ford owner customers. Thousands of hardware dealers find the **MILWAUKEE** one of the fastest selling, most profitable items they carry. Try it, and see.

AND, Send for that Counter Stand Today

Milwaukee Motor Products Inc.

(Formerly Milwaukee Auto Engine & Supply Co.)
Milwaukee, Wisconsin

MILWAUKEE TIMER for FORDS

Milwaukee Motor Products, Inc.

Milwaukee, Wis.

(GH)

Gentlemen:—

Please send me Steel Display Stand, free—postpaid.

Name

Address

City and State.....

My Jobber is.....





Three large windows of the Schroeder Paint and Glass Company of Detroit, Mich., devoted to a display of Barreled Sunlight

Featured by leading dealers

PROMINENT dealers throughout the country are finding unusually rapid turnover and real profits in selling Barreled Sunlight today.

This paint specialty is now being used in buildings of every type—homes, apartment houses, hotels, office buildings, stores, shops and industrial plants.

Wherever a white, washable finish is desired it is the ideal coating.

Its smooth, lustrous surface will not collect dirt. Can be washed like tile. Costs less than enamel and is much easier to apply.

Will not sag or lap. Contains no varnish, so flows readily from the brush and leaves no marks. Sold in barrels and half-barrels—also in cans from half-pint to five-gallon size. Sample can will be sent on request.

Communicate with us or with our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.
45 Dudley Street, Providence, R. I.

Barreled



Sunlight

The Rice Process White

Tycos Tycos Tycos Tycos Tycos

Tycos Tycos Tycos Tycos Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos Tycos Tycos Tycos Tycos

Tycos

Tycos

Tycos

Tycos Tycos Tycos Tycos Tycos

What a Tycos Thermometer

will do in
your home

INDOORS it shows the healthful temperature—
68°; outside, how to dress for the weather.
The Fever Thermometer guards your health—
the Oven Thermometer assures good cooking
—the Candy Thermometer simplifies candy
making—the Bath Thermometer indicates
the right temperature for bathing in sickness
or health.

Your dealer can supply booklets
or we will send them direct

Taylor Instrument Companies
Rochester, N.Y. U.S.A.

For Every Industry If temperature is a factor in your production,
there is a Tycos or Taylor Temperature In-
strument—Indicating, Recording, Control-
ling—for every purpose. 7-189

Tycos

Thermometers are well
advertised.

Ask your customers.

D-10

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

Tycos

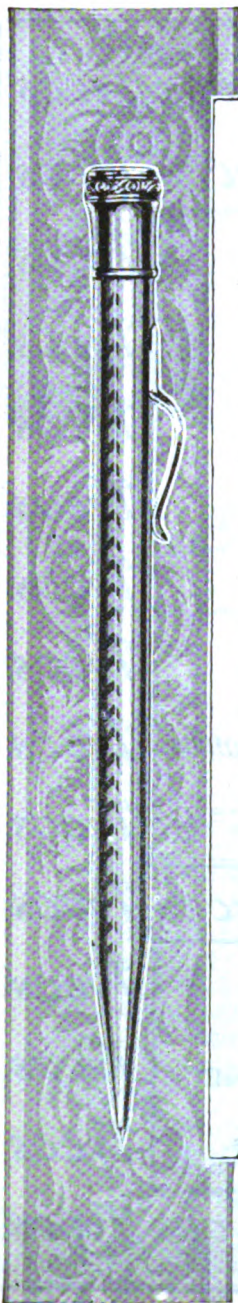
Tycos

Tycos

Tycos

Tycos

Tycos



Overheard In a Hardware Store

"A metal pencil, you say?"

"Yes, a metal pencil—but 'one that works.'"

"Then you don't want an ordinary metal pencil—you want a Shur-Rite, the only metal pencil made and fully guaranteed by jewelers."

"Let's try one—"

"Why, that works wonderfully well—must be the new Shur-Rite I've been reading about in the Saturday Evening Post."

"You say it's the pencil made by jewelers—then it is the Shur-Rite—just the pencil I want."

"And fifty-two different models to pick from. Well, it certainly is a most complete line."



Such is the conversation heard by the average Hardware clerk since the introduction of

SHUR-RITE

The Quality Pencil

Backed by a National campaign in the Saturday Evening Post and other National and Trade Papers costing thousands of dollars and reaching millions of readers—all to sell Shur-Rite pencils for the Hardware dealers.

Get in touch with your jobber immediately—ask him about that extra profit—that dollar pencil for fifty cents . . . Or write us direct for illustrated price list and dealer co-operation campaign—and—remember, the line is *complete*—fifty-two different models. All profit makers and *they sell themselves*.

 *Made by Jewelers* 

SANDFELDER CORPORATION

Chicago and Attleboro, Mass.

New York Office

Herbert Weiss, Manager, 32 Union Square

Pacific Coast Distributors

Wm. P. Horn & Co., San Francisco

Canadian Distributors

A. R. MacDougall

& Co., Ltd.

Toronto

50c
and
Up--

You Can Sell GILSON GARDEN TOOLS

They're not a line of infrequent sales in which you must tie up a big investment, but snappy movers, selling at popular prices and leaving you a substantial profit on the turnover.

THE LIBERTY CULTIVATOR

Adjustable to widths from 4 to 14 inches. "V" shaped cutting edges get the weeds and loosen soil. Both hand and wheel outfits.



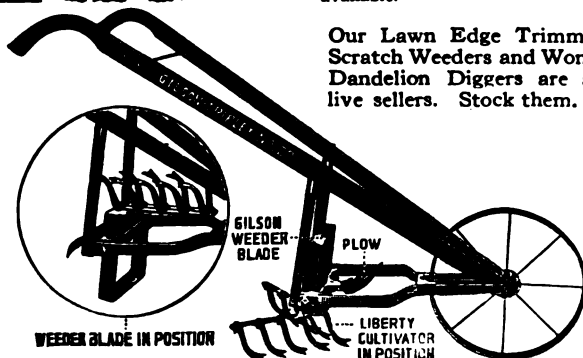
THE GILSON WEEDER

Has double-edged steel rocker blade that cuts both ways under surface, destroying weeds and lightening up soil. Turned over, it's a rake. Made in both hand and wheel types.

THE GILSON TRIPLEX

Three tools in one—Cultivator, Weeder and Plow—all mounted on a pivot axle, making any of the tools quickly available.

Our Lawn Edge Trimmers, Scratch Weeders and Wonder Dandelion Diggers are also live sellers. Stock them.



*Dealer Helps furnished free
Write for catalog and discounts*

J. E. GILSON CO., 2 Ravine St., Port Washington, Wis.



**PLUGS ARE
THEIR OWN
SALESMAN**

No. 500 Duplex Plug

The No. 500 "Best" Duplex Plug is an original sturdy device, mechanically and electrically perfect. Will take shadeholder on either outlet. Retails at \$1.00.

The No. 1150 Heater Plug with Push-Thru Switch, the perfect item of the electrical line. Retails at \$1.35.

**REAL PROFITS FOR
LIVE WIRE
DEALERS AND JOBBERS**

Write to-day



No. 1150

Manufactured by
HENRY HYMAN & CO., Inc.
NEW YORK—476 Broadway
CHICAGO—212-216 W. Austin Ave.



More Satisfied Customers— MORE PROFITS

You know that the best roof paint is only a temporary protection.

Paint cannot stand the cold and heat without cracking and peeling.

Tell your customers how to make roofs leakproof for *years* by covering them with Stormtight.

Leading magazines, also local newspapers carrying the dealer's name will advertise

Stormtight
FOR USE ON ANY ROOF IN ANY WEATHER

These advertisements will show that Stormtight can be brushed over any roof and that no re-treatment or re-roofing is needed for years. These advertisements will send in profitable customers.

Be the first and leading dealer in your territory.

Write for Dealer Book. Don't wait for a salesman to call—start the profits coming with the opening of the season.

Write today—get posted

L. Sonneborn Sons, Inc.

Dept. 40

264 Pearl St.

New York City

A Sales Building Deal

Every hardware dealer is interested in our national advertising campaign offering a pint of Johnson's Prepared Wax (Paste or Liquid) free with our new Weighted Floor Polishing Brush.

This offer is being made in the February issues of Ladies' Home Journal—Pictorial Review—and Good Housekeeping.

JOHNSON'S *Paste - Liquid - Powdered* PREPARED WAX

Johnson's Prepared Wax is the standard brand—the advertised brand—the quality brand. If you handle JOHNSON'S you need no other Wax.

New Weighted Polishing Brush

The new Johnson Weighted Polishing Brush will last for years and save many times its cost. With it every housewife can keep her floors and linoleum like new.



Mail coupon for our proposition giving a pint of Johnson's Prepared Wax free with every brush. It's a money maker—DO IT NOW.

S. C. JOHNSON & SON, Dept. GH2, Racine, Wis.

Please write me your proposition offering a pint of Johnson's Prepared Wax (paste or liquid) free with your new Weighted Polishing Brush.

NAME

ADDRESS

Our Jobber is

IT'S SO EASY TO MEND

HERCULES COLD SODER

THE METAL MENDER
 Is guaranteed to mend holes, cracks or leaks in any kind of Metal—Aluminum, Galvanized Ware, Tin, Galvanized Ware, Brass, Iron, Lead, Zinc, Steel and Water Pipes. Will make pipe joints tight and stop leaks and cracks in Cylinders, Tanks and Automobile Radiators. Indispensable in Home or Shop.

THE NEW WAY
 THE EASIER WAY

25c per tube

Money Back guarantee with every tube

A SEMI LIQUID METAL MENDER
 Mfg. by HERCULES PRODUCTS CO., Council Bluffs, Ia. U.S.A.

Profits for You

For several years now the demand for Hercules "Cold Soder" has been widely and rapidly developing as a result of two things—

1—National advertising has told millions of homes about Hercules and the guarantee to mend every metal leak permanently. This advertising includes Saturday Evening Post.

2—Folks have tried Hercules, became enthusiastic and spread the good word by the mouth-to-mouth method.

Buy a carton of Hercules "Cold Soder" through your hardware jobber, put it on your counter and watch it go and the quarters come in.

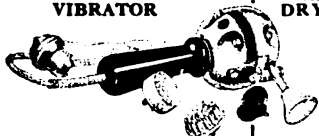
HERCULES PRODUCTS COMPANY, Co. Bluffs, Iowa.

HERCULES

Cold Soder

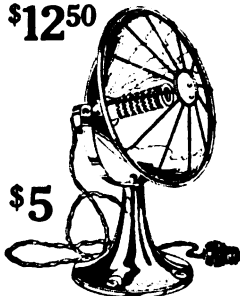
Push These **STAR** Electrical Necessities

STAR MOTOR DRIVEN VIBRATOR



The biggest Vibrator attraction on the market. Sparkling nickel, ebonised handle. Four specially made applicators, six feet of cord and special plug. Handsome, black, leatherised box.

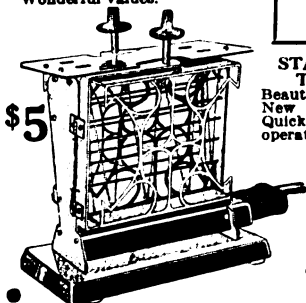
\$1250



\$5

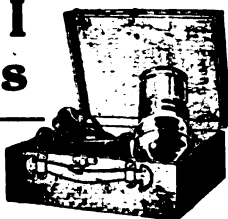
STAR ELECTRIC HEATERS

Model A shown. Retails at \$5.00. Model B, larger, finished in green enamel on pedestal base, retails at \$9.00. Wonderful values.



\$5

STAR ELECTRIC HAIR DRYER



Lightest, best made, most efficient. Hot or cold air instantly by pressing button in handle. A big seller!

\$1250

Quick Turn-Over Means *Bigger* Profits!

Star electrical Hair Dryers, Vibrators, Heaters and Toasters are every-day sellers! You make a handsome profit on each sale. You turn your stock many more times than if you were carrying an unadvertised, unknown line. As a result, you greatly increase your profits.

Be a Star dealer!

**FITZGERALD
MFG. COMPANY
Torrington, Conn.**

STAR REVERSIBLE TYPE TOASTER

Beautiful sparkling nickel. New way of turning toast. Quickest to operate

\$5



STAR ELECTRIC VIBRATOR

The famous Star leader. More than a million sold. Still the best at its price. Three applicators, six feet of cord and plug.

The Jewel All-Metal FREEZER

2-Quart Size

Here is a **SIMPLE KITCHEN FREEZER** which will do everything that the old-fashioned, clumsy type of Freezer will do. It is so convenient, so easy to operate with its *Bevel Gears* and does the work so quickly that every housewife delights in using it frequently.

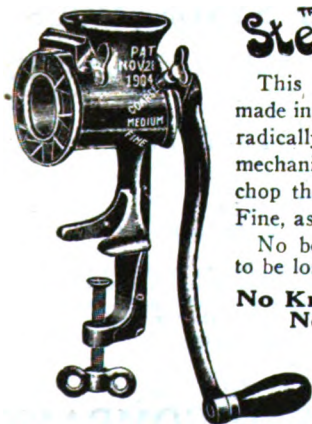
Then, again, it is so compactly made that it can be placed into a refrigerator until its contents are ready to be served.

Made to last a long time. Has Galvanized Steel Ice Pail, Re-inforced Beater, a Rigid Bridge, etc.

A choice List of Receipts for Desserts and Frozen Dainties packed with each Freezer.



**A Quick Seller—
A Money - Maker**



Steinfeld FOOD CHOPPER

This is a popular Family Chopper made in practically 2 **SIMPLE PARTS**—radically different from others, yet mechanically constructed so that it will chop the food either Coarse, Medium or Fine, as desired.

No bother with Extra Parts—nothing to be lost.

**No Knives to Adjust.
No Knives to Sharpen.
No Knives to Clean.**

*A Large Chopper at
a Low Price*

Samples and Quotations sent on request

STEINFELD BROS., 116-120 W. 32d St., New York



BULK GARDEN SEEDS AND BULK PROFITS ARE SYNONYMOUS

The above is only one of the reasons why you should sell Garden Seeds in Bulk, and handled in the LEONARD WAY combining elegance in appearance, simplicity in selling method, and first, last and all the time, **QUALITY.**

The fact alone of giving more Seed for the money than in packets, will attract many Home Gardeners to your store and everyone that comes to buy Seeds is always a prospect for your other goods, and the satisfaction the seeds will give them by good results will keep them coming and thus make permanent customers of them.

The simple way of selling Bulk Garden Seed by our method will appeal to you. **THE BETASCALE SEED MEASURING GLASS FIXES THAT.**

We furnish beautiful Lithograph Labels showing each variety of small Seeds, also stiff cardboard labels for the Peas, Beans and Corn, telling whether early, medium or late, the height and whether green or wax pod, so that you need no seed experience whatever to sell the goods.

More for the money—Better Seed—Large Profits.

We sell to Dealers only outside of Chicago.

Write today for Literature.

THE LEONARD SEED COMPANY

226-228-230 West Kinzie Street Chicago, Illinois

WHO MAKES WHAT

BUYER'S ENCYCLOPEDIA

Reference Directory of

**Manufacturers' Products and Trade Names
(Hardware, Metals and Allied Trades)**

Can you imagine a HARDWAREMAN who would not be interested in a Book that told where and by whom all kinds of Hardware is made?

Can you imagine the labor, time and money required to produce such a Book?

Can you imagine that the small sum of Two Dollars (\$2.00) would permit any HARDWAREMAN to obtain possession of such a wonderfully helpful Book?

Stop right here and cut out the imagination—for such a Book is yours for such a sum and such a title—Who Makes What—tells the whole story.

Send the \$2.00 to the Hardware Dealers' Magazine, No. 17 Warren Street, New York City, and the Book (together with a year's subscription to the Hardware Dealers' Magazine) will start coming to you.

Circular on Request

HAVE YOU ORDERED?



Millions of housewives know from experience that Climax is the **BEST** Wall Paper Cleaner. A household necessity.

The best is the one for you to handle.

Sells fast—stays sold—no come-backs—**GOOD PROFITS.**

To make your cash register jingle with Climax sales this spring you should **ORDER NOW.** Packed in tin cans only.

The Climax Cleaner Mfg. Co.

Cleveland



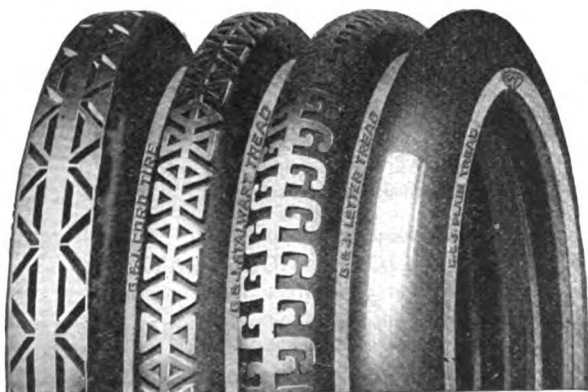
G & J TIRES and TUBES are made by one of the oldest companies in America—by the most improved and scientific manufacturing processes—containing materials of the highest quality—and distributed according to the most economic merchandising methods.

G & J TIRES are of both Cord and Fabric construction. They hold the confidence of the motoring public—a fact of enormous importance to the dealer who is interested in building up strong, permanent business.

G & J TIRE COMPANY

1790 Broadway

New York City



THE NEW LIONEL LINE

For 1922



At Attractive Prices

THE Lionel Line for 1922 embodies numerous valuable additions, now fast selling accessories and outfits, notwithstanding the *reduced* 1922 prices. Lionel trains have been the standard of the world for 22 years and they are better today than ever before.

More extensive advertising. Watch for the handsome advertisements and dealer helps that are going to realize boyhood's ambition for a Lionel Train. Remember that over a million American boys own and operate Lionel Outfits—those boys are a better advertisement than we will ever be able to write.

Every Lionel Outfit sells, and every one stays sold. Lionel Trains and Accessories are 100% salable—don't forget that. They are fully guaranteed; but more important than the guarantee is the record of the company that stands behind it—a 22 year old record for quality products, adequate service, liberal selling helps and the will and ability to stand behind every piece of goods that leaves the Lionel factory.

Repeat Sales

Every Lionel Outfit you sell means a steady sale of accessories after the original purchase—highly profitable repeat business.

Send for the Lionel Catalog in colors and don't fail to make your plans to carry a big Lionel stock so as to be ready for the certain demand.

Lionel Toy Fair

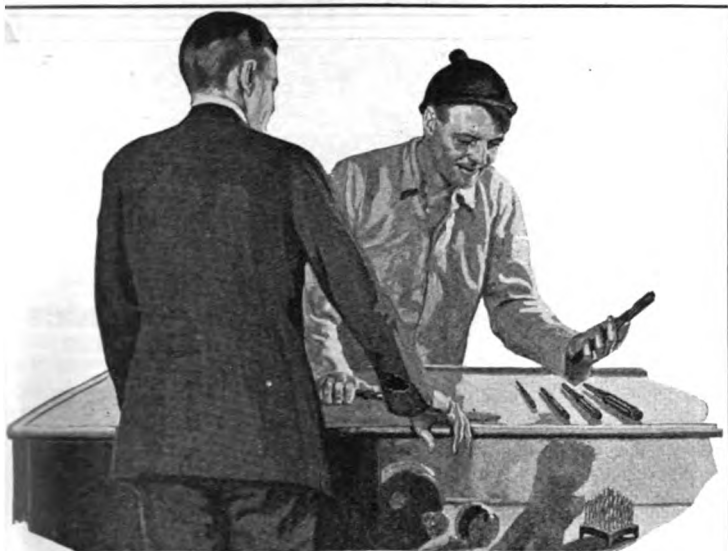
Don't fail to attend the big Lionel Toy Fair. It's here whenever you are!

48-52 E. 21st St.
NEW YORK

THE LIONEL CORPORATION
48-52 East 21st Street, New York City

LIONEL ELECTRIC TOY TRAINS

& Multiple Transformers



"I Like That Reamer"

Not only garagemen, repairmen and men who tinker about the house, but also the dealer appreciates the

Quick-Set Adjustable Reamer

The repairman prefers "QUICK-SET" for it is strongly and accurately made. Nor is it necessary to return "QUICK-SET" to the factory when, after long hard service, new blades become necessary. The dealer carries the new blades in sets and these blades accurately ground to size may be slipped into "QUICK-SET" and the reamer goes back on the job immediately. No grinding or fussing—a one minute job.

The dealer prefers "Quick-Set" because of its distinctive finish and ability to stand up to the job. The special blue-black, rust resisting finish of this reamer attracts the eye of the mechanic. One reaming job and he's a friend to "Quick-Set" for life.

Let us quote you prices and discounts. They will interest you.

The **CLEVELAND**  **TWIST DRILL COMPANY**
CLEVELAND
NEW YORK - CHICAGO - LONDON

TRADE MARK REG. IN U. S. AND FOREIGN COUNTRIES



He Picked a Sherwood

Riley Lobaugh, of San Francisco, is a real merchant.

Crippled for life, his independent spirit resolved that it would be no object of charity. Every day he sells 500 newspapers at the Ferry Building, where thousands passing by are greeted with his cheery smile.

The comfort of Shock Absorbing Springs and Rubber Tired Wheels is reflected in that smile; as is his confidence in the safety and durability of riveted steel construction in Sherwood wheels and frame.

You find that same happy spirit wherever you find a Sherwood. It's contagious—one sale breeds another. Order a few from your jobber and get the habit.

Dealers: Send for advance information about our new 1922 improved spring models.

Sherwood Bros. Mfg. Co., Inc.
Canastota, N. Y.

SHERWOOD

Spring Coaster Wagons
Steeroplanes and Auto Bob Sleds





LUCK VS SURETY

Sorcery and witchcraft,—reliance on the magic charm of the horseshoe, the rabbit's paw, the four-leaf clover and other tokens of luck have succumbed to the advancement of the human intellect which now demands the tangible and the positive.

Structural workers, builders and painters have learned that the utmost confidence and reliance can be placed in scaffolding supported by *Columbian Tape-Marked Pure Manila Rope*—as the red, white and blue *Tape-Marker* bearing the words "Guaranteed Rope, Made by Columbian Rope Co., Auburn, N.Y.," is the tangible and positive proof of the utmost quality in Rope.

The colored tape runs in one strand throughout the entire length of every coil. Insist on its presence—it is your Rope Insurance Policy.

Columbian Rope Company

432-80 Genesee Street

AUBURN, N. Y. "The Cordage City"

BRANCHES:

New York Chicago Boston Houston Baltimore





WILLIAMSPORT

is a quality wire rope

For years the output of this mammoth plant has been absorbed by operators, whose requirements demanded uniformly high quality.

Increased facilities now make available to all, this quality wire rope. Millions of dollars have recently been spent on new additions, machinery and equipment, including a modern wire drawing plant. And today we are one of a few who draw all their own wire.

It offers an unusual opportunity to strictly high grade dealers.

Here are two grades of wire rope; same size; same construction.

They look so much alike that the maker himself cannot distinguish the difference. It requires a laboratory test. And yet there is 6 cents difference per foot in the base price and 4 tons difference in tensile strength.

Countless mistakes have occurred since wire rope has been made—some willful—some perhaps fatal—in the marketing and use of wire rope under these conditions.

You don't need to buy wire rope this way any more

WILLIAMSPORT protects your purchase


The core of every Williamsport Wire Rope now contains their new Telfax Patented Tape, definitely marking each grade of wire rope, thus removing forever the element of chance and necessity for guessing. Look for it.

It is the only wire rope made that provides this positive protection. So that now, anyone can distinguish at once the grade of wire rope he gets, if he specifies Williamsport. This protection is of vital and far reaching importance to all wire rope users.

WILLIAMSPORT WIRE ROPE COMPANY

Main Office and Works

Williamsport, Pa.

"Accepted as the Best"  Gen. Sales Office: Peoples Gas Bldg.

Chicago, Ill.

THE BOSS ELECTRIC WITH AEROWING PRINCIPLE



A revelation in home laundry machines combining efficiency and low cost.

Easy to sell—easy to buy!

Boss dealers are able under the new financing plan to make a larger profit on installment plan sales than on cash sales.

**No tie up of capital
or guarantee of accounts**

\$5.00 puts a Boss Electric in the home and the dealer gets his money immediately, just as if he had made a cash sale. Write us for particulars about this liberal proposition, and give name of your nearest jobber.

**THE BOSS WASHING MACHINE CO.
CINCINNATI**

*Also makers of the popular Boss Water-Power,
Hand-Power and Belt-Power Washers*

No one has even claimed to have a Better Nail Puller than Morrill's

We have frequently heard statements that such and such a nail puller was cheaper than Morrill's but we have never heard anyone claim to have a better one.

With the Morrill Nail Puller you get a straight aim pull that cuts down the work. And you get these important features:

1. Elliptical ram. Lay the nail puller anywhere. It can't roll away.
2. The name Morrill is a guarantee of the highest quality.
3. The guard above the handle which saves your hands from injury. You can't get hurt with the Morrill.
4. Rolling fulcrum that is scientifically designed to pull the nails out straight with half the effort of any other.
5. Drop forged, mortised jaws. Grips the nail with or without head every time. Can't spread.
6. This ball keeps the foot down. Does away with bothersome springs.

Morrill tools appeal to the man who is willing to pay a fair price for an article that will give him real service, and to the merchant who knows that permanent business is built on a foundation of satisfaction to the customer.

CHAS. MORRILL

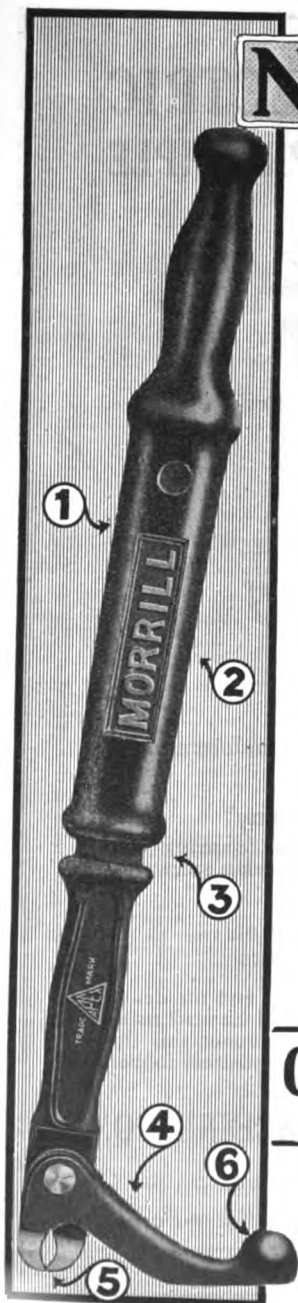
NEW YORK

OTHER MORRILL PRODUCTS

SAW SETS—A Saw Set for every kind of saw.

BENCH STOP—A standard article needed in every woodworking shop.

Also liquid soap dispensers, lead seal presses and paper and metal punches.



More than 16,000,000 people are reached by Iver Johnson Advertising

Iver Johnson advertising reaches men and women of all classes—clerks, executives, laboring men, sportsmen, farmers, professional men, housewives—all are reached through their favorite publication.

Whether or not you are going to get a share of these ever-growing sales rests with you. Some rich territories are still without adequate dealer representation.

FREE! Three interesting booklets, also complete dealer information. Send at once for one or all of these booklets.

"A34"—Firearms
"B34"—Bicycles
"C34"—Motorcycles

Stock the entire line—22, 32, 32 special and 38 calibres. Hammer and Hammerless models with Regular, Perfect Rubber, and Western Walnut grips.



Why not stock Iver Johnson shotguns? There are none better. Then you will secure the benefit of the entire line of Iver Johnson firearms.

IVER JOHNSON'S ARMS & CYCLE WORKS
34 River Street, Fitchburg, Mass.

Revolvers—Shotguns—Bicycles—Motorcycles

New York Office: 99 Chambers Street San Francisco Office: 717 Market Street

IVER JOHNSON

REVOLVERS BICYCLES

REEL STORIES

vs.—

FISH STORIES



Anglers Who Use MEISSELBACH

"FISHING REELS OF QUALITY"

Are generally truth tellers

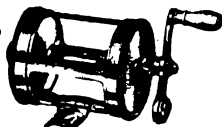
With a reel that will never hitch or back lash there's not much chance of having to talk about "the big one that got away."

The Meisselbach is a popular reel at a popular price. The Takapart feature has made these reels leaders in their field. They can be taken apart and put together in 5 seconds. People know it, people like it, people buy it. We're not going to let them forget it.

And every time we tickle their memory we're going to tickle your sales. We are behind you with ads in Field and Stream, Outers Recreation, National Sportsman, Forest and Stream, Outdoor Life, Outing, etc. Your jobber will give you display cards and other helps free on request.

ORDER NOW!

"Takapart"



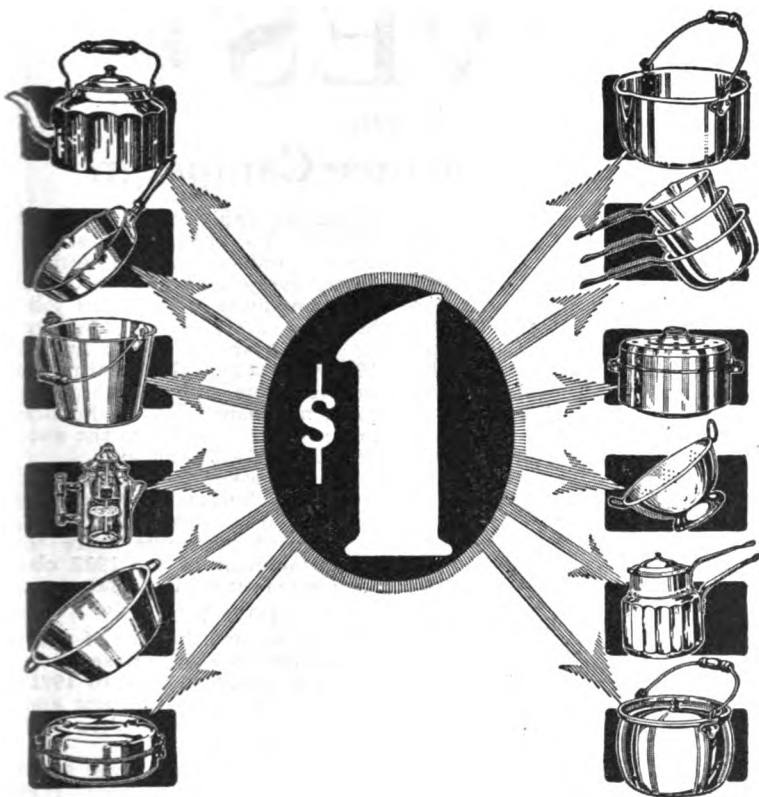
"Tripart"

A. F. MEISSELBACH MFG. CO.

Otto Heineman, President

25 West 45th Street

New York City



The Trade Mark on the Goods
 Supply the tremendous demand for aluminum
 ware—but give them Quality Goods bearing this
Trade Mark

“Lifetime” Ware
REGISTERED ALUMINUM GOODS

“The Guarantee of a Lifetime Service”

**Let us quote on your requirements for
 your next \$1 Aluminum Sale. Address**

ALUMINUM PRODUCTS CO., LA GRANGE,
 ILLINOIS

INVEST

in the

Save the Surface Campaign



YOU are asked to invest in the Save the Surface Campaign, on the basis of a plan which has been carefully worked out and is set forth here.

By your investment in the Save the Surface Campaign, which will help to spread the "Save the Surface" gospel thoroughly over the country, you will help the trade to achieve its objective, and you will sell more paint and varnish.

INVEST NOW

The Save the Surface Campaign is widely credited with holding up paint and varnish sales in 1921 to a higher level than that reached by any other industry in the building trades. You had a relatively good paint and varnish business last year, didn't you? Most dealers were surprised at the way their paint and varnish sales held up. "Save the Surface" advertising had a lot to do with that.

The 1922 goal is even more ambitious—"Make 1922 the

Greatest Paint and Varnish Year." To bring this about, every producer and manufacturer, every maker of brushes and containers, every paint jobber and every master painter is being asked to invest in the 1922 Campaign. The picture is not complete without the retail paint merchant. Your influence and support are vital to the success of the 1922 Campaign.

You are asked to invest in the Save the Surface Campaign—and to do it now, when your support will contribute more to the attainment of the 1922 objective than it could do later on.

"HOW MUCH?"

To determine the size of your investment is easy. Base it on the total business done in 1921. If your total sales of paint and varnish materials, brushes and supplies were

Less than	\$2,500	Invest \$ 5.00
If from \$2,500 to	5,000	Invest 10.00
If from	5,000 to 7,500	Invest 15.00
If from	7,500 to 10,000	Invest 20.00
If over	10,000	Invest 25.00

Mail This Coupon Today to

SAVE THE SURFACE CAMPAIGN

507 The Bourse Philadelphia, Pa.

I hereby agree to invest in the Save the Surface Campaign for the year 1922 the amount of \$....., and will pay same to the Trustee on receipt of bill.

It is understood that you are to send me

- 1—An Investors' Membership Certificate suitable for framing.
- 2—Proofs of the "Save the Surface" national advertisements one month in advance of their appearance.

- 3—A "Save the Surface" Bulletin Board for displaying these advertisements in my window or on my counter.

Name

Street

City

Make 1922 the Greatest Paint and Varnish Year.



Goin' Fishing?

¶ That will be the popular greeting very shortly.
Have you a stock of

IRON HORSE FLOATING AND NON-FLOATING MINNOW PAILS

¶ Our hardware and sporting goods friends tell us that there never was a Minnow Pail made like these—heavy gauge metal, inner pail made with one-piece sides and perforated, with large opening and neatly arranged air chamber.

¶ And we build them both **FLOATING** and **NON-FLOATING** in 8, 10, and 12 quart sizes. You will want a supply.

*Send for our illustrated booklet,
and let us quote you prices.*

ROCHESTER CAN CO.

109 HAGUE STREET

ROCHESTER, N. Y.



Will Advertising Pay You?

Let these five firms answer

H. C. BAKER COMPANY OF TOLEDO, OHIO, is running a daily quarter page advertisement of ARCOLA. Over 100 inquiries have been received and seven ARCOLA installations made to date.

Will advertising pay you?

THE GILHAUS SANITARY PLUMBING & HEATING COMPANY OF KANSAS CITY, MISSOURI, is using a 28 inch space. From five insertions to date they have received 15 inquiries. Four of these have resulted in ARCOLA installations.

Will advertising pay you?

COMPTON & SON OF TIPTON, INDIANA, are using an 18 inch display.

They have received between 50 and 60 inquiries and sold 13 ARCOLA outfits.

Will advertising pay you?

THE OWENSBORO PLUMBING & HEATING COMPANY OF OWENSBORO, KENTUCKY, advertise once a week with a 6 inch space. They have had 35 inquiries. Five inquirers have already bought ARCOLA outfits.

Will advertising pay you?

THE NOBLE PLUMBING & HEATING COMPANY OF PRINCETON, INDIANA, runs a 10 inch advertisement once a week. They have received 25 inquiries. Six ARCOLA installations so far.

WILL ADVERTISING PAY YOU? WE'LL SAY IT WILL!

AMERICAN RADIATOR COMPANY

Makers of the famous AMERICAN Radiators and IDEAL Boilers

BRANCHES IN 48 CITIES

Dept. 1

104 West 42nd St., New York

Dept. 104

816 So. Michigan Ave., Chicago

STAR Hack Saws



People are Buying More Carefully

There's plenty of buying going on, but it's very careful buying, compared with the way goods went over the counter a few years back. The customer wants 100 per cent. value for every dollar he spends.

It's up to the dealer to be equally careful in selecting his stock. It's no time to keep a long string of idle brands, with slim demand behind them, on your shelves.

When it comes to hack saws, you can play safe by pinning your faith on Star Blades. The leadership enjoyed by Star Saws for 38 years makes them the logical brand to push.

Star Saws are now sold direct from the factory at Middletown, New York, where they have always been manufactured.

Now Sold by
CLEMONS BROS. INC.
MIDDLETOWN, N. Y.
Makers Since 1883



Something worth while

Handling Desolvo is a profitable proposition because: it is an article that every household or industrial plant has a continuing use for; it is a ready seller and a big repeater, bringing you an ever increasing volume of profit very much worth while and without much effort aside from letting your customers know you have it and keeping it in sight in your windows and on your shelves. Get it from your jobber; he has it; let folks know you have it; it will pay you well.



What Desolvo Is:



**K-K
Cleans Closet
Bowls**

A product that
should be in every
home. Once tried
always used

Desolvo is for the cleanly cleaning of clogged drain pipes. It is a compound in dry form, that, mixed with water (cold) and poured into a stopped pipe dissolves all grease, hair, lint or other soluble matter so that it passes to the sewer without further trouble. Its use does away with breaking joints, opening traps, the use of wires, snakes or brushes, suction or force pumps; there is no slop dirt or nastiness. Desolvo cleans clean in a clean way; it gets at the stoppage as no other method or means can; it does no harm to pipes and anyone can use it.

**THE
CHAMBERLAIN COMPANY**
Terminal Way, Pittsburgh, Pa.

Pacific Coast Representatives

**SPRAKE SALES CO., Los Angeles, San
Francisco, Denver, and Portland, Ore.**

Three Factories

Main Office: Toledo, O.

The American-National Company

Direct Consumer Advertising

The past 15 months have been spent in cultivating the Dealers and Jobbers with a Big Business Paper advertising campaign. Originality of design, progressive methods and all 'round leadership have made the American Line "standard" with discriminating dealers everywhere—it is the Consumer's preference line. For 1922 a "Direct to the Consumer" year 'round National Campaign of advertising has been started, reaching—

21,253,078 Subscribers

right in their homes and in our Dealers' territory—Look at the papers used—every field is covered—Men—Women—Boys. There are dealer helps such as hangers, newspaper cuts, etc., to hook up the dealer's store with this wonderful business getting campaign.

Fulllest co-operation to all our dealers. Inquiries from Direct Advertising will be sent to American-National Dealers.

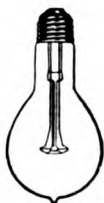
A full stock of American-National numbers will bring you your share of business and profits. Velocipedes, Hand Cars, Juvenile Automobiles and Bicycles, Express and Coaster Wagons, Steel Wagons, Girls' Tricycles, Doll Vehicles and Baby Vehicles.



"See
American Line
First"—Sells Itself

The American
LINE

Built—not made



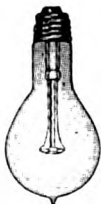
There is a very good reason for the enormous demand for our lamps.



They are made one way only

QUALITY

Merchants who have visualized the vast amount of business possible in the sale of lamps, have gone a step further



THEY HAVE SPECIFIED



SAVE

SOLD OUTRIGHT

**No Troublesome Contracts
No Resale Restrictions**

*Warehouses, Factory Representatives
and Distributors Everywhere*



Save Electric Corporation

**220-254 36th Street
Brooklyn, N. Y**



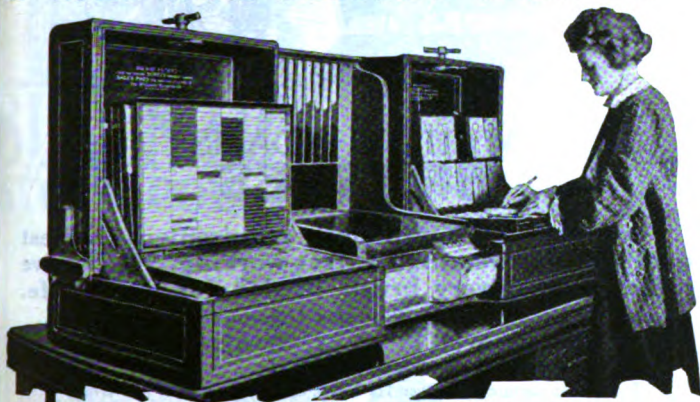
Our new additional factory (capacity 20,000 lamps per day)
now in operation at TOLEDO, OHIO.

McCASKEY

"ONE WRITING"
SAVES TIMETHE **McCASKEY** WAY

FEBRUARY, 1922

IF 1922 WILL DESTROY WASTERS—



SAFE REGISTER, GRILL AND ELECTRIC RECORDER COMBINATION

Will you be destroyed?
Is there waste in your business?

If there is, stop it now; for 1922 will destroy wasters and the McCaskey Systems will eliminate them.

Large bookkeeping staffs working overtime—forgot-ten charges on which you have no check—long past due accounts growing in size and number—enforced mailing of monthly statements—disputed accounts and unsatisfied customers—THESE ARE WASTES.

PROFIT AND LOSS

Profits in boom years were the result of high prices paid by an extravagant public. Those prices have broken; the extravagant public is a thing of the past.

Profits in 1922 will result from businesses based substantially on system. You must find the sources of loss and stop them; you must eliminate every unnecessary expense.

Loose business methods have caused the thousands of business failures of the past two years. Continued ignorance of waste may make a failure of your business in 1922.

A WASTE BLOCKADE

The "One Writing" method can blockade waste. Savings in time and labor, notably improved collections and complete records of your accounts available at all times are the results of McCaskey System installation.

You need a McCaskey System if you are facing losses through leaks, unknown sources, weak collections or dissatisfied credit customers who dispute their accounts.

It will not cost you to inquire; it is costing you to permit continual wastes.

SAVES EIGHT HOURS A WEEK

ARLINGTON, VT.—Eight hours each week for posting books and four days each month for statement making are absolutely saved by Thompson & Howard of this city by handling their credit accounts "The McCaskey Way."

NO MORE WASTED HOURS

HOOD RIVER, ORE.—A four hundred account, two-unit McCaskey System makes it possible for F. J. Volstorff, the Heights Garage, to go home when his shop doors close in the evening. The two and three hours a night and the full Sundays formerly given to keeping books up-to-date are no longer required.

FROM TWO HOURS TO TEN MINUTES

HERMANN, MO.—What Geo. C. Eberlin used to do in two or three hours toward posting his hardware and cutlery accounts, he now does in ten minutes a day with a McCaskey System. His collections are so good that he wouldn't sell under any conditions if he could not buy another.

We Can Do the Same for You; Just Mail This Coupon Today

McCASKEY REGISTER CO.

ALLIANCE, OHIO

How Can I Solve My Credit and Collection Problem?

Name	Business
Address	
No. of Accounts?	How Kept?



WHITING-ADAMS BRUSHES

For Household and Family requirements. Best quality, long wearing, perfect working. Extensive assortment — every brush needed for home life.

Send for Illustrated Literature

JOHN L. WHITING-J. J. ADAMS CO.
BOSTON, U. S. A.

Brush Manufacturers for Over 112 Years, and the Largest in the World

Send Now for These New Cards



THEIR BRIGHT COLORS

Red - Blue - Green - Yellow - Orange

Will make your showing of R. MURPHY STAY SHARP KNIVES more than ever "A Display that will PAY."
The standard of enduring quality for 72 years.

Send for new catalog and new price list

ADDRESS DEPARTMENT A 2

R. MURPHY'S SONS CO., Ayer, Mass.

Trade

STAY SHARP

Mark



Sell the Biggest Seller

Black Jack Stove Polish (liquid or paste) is the fastest selling stove polish in the world. Concentrate on the **Black Jack** line. Speed up turnover and increase sales and profits.

Black Jack advertising goes into hundreds of thousands of homes every month. More than a million housewives know that **Black Jack** is quick—clean—handy—non-explosive—long lasting—covered by a money-back guarantee.

Supply the demand for **Black Jack** in your community. If you are not already stocked, order today from your jobber. If he can't supply you, write to us. Mail coupon for free price list and attractive display sign.

NICKEL PLATE STOVE POLISH CO.
Chicago, Ill.

Order Off and Mail Today

Nickel Plate Stove Polish Co.,
Chicago, Ill.

Send me without cost or obligation complete price list of Nickel Plate Products and **Black Jack Stove Polish** Display Sign.

Name
Street
City State.....
Jobber's Name

BEAVER PACKAGE "B"

A complete assortment of switches for household electrical appliances for a minimum investment

It contains:

- 20 FEED THRU SWITCHES
- 10 BEAVER PLUGGALLS
- 3 BEAVER SWITCH PLUGS
- 5 COUPLING SWITCHES
- 10 BRASS PENDANT SWITCHES

AND a complete assortment of special sales helps—a counter display carton—wall hangers—window signs.

BEAVER SWITCH PLUG

The new combination switch and heater plug—especially adapted to electric irons.



BEAVER COUPLING SWITCH

Makes any standard attachment plug into a switch. Especially good for room heaters



FEED THRU SWITCH

For all table devices, toasters, etc. More easily connected up than any other.



If your jobber has not Package "B" in stock write us sending his name.

Beaver Machine & Tool Co.

FACTORY, NEWARK, N. J.

Sales Office: 50 Church St. New York

BEAVER SWITCHES

EASIER IRONING

Less Time—Less Work
and Less Expense



Royal

Self-Heating Iron

To iron with the old stove-heated irons is hot, tiresome, time-wasting work. Profit by offering your women customers the Royal Self-Heating Iron. It does an average ironing for less than two cents and can be used anywhere—in the coolest room, on the porch, or out under the trees.

The Royal further pleases because it is the right size and weight for easy ironing and because the heat can be regulated to suit all requirements. Every Royal fully guaranteed.

Selling Helps Free to Dealers

Royal Lithographed Window Trim
Royal Lithographed Counter Displays
Royal Colored Movie Slides
Cuts for newspaper advertising
Circulars for store use
Royal Salesmanship Manual (32 pages)

*Above Selling Helps will be
mailed promptly to any
Royal Iron dealer on request.*

Royal Self-Heating Iron Co.
603 WAYNE ST. BIG PRAIRIE, OHIO

LOOK WHAT'S HERE!



It's like "gilding the lily" to find new uses for "the handiest thing about the place"—The CRAKER JAC Safety Stepladder Stool—yet we've done it. A chair-back attachment which folds out of the way against the rear legs when not in use, but which can instantly convert it into a high stool with a pail rest if desired can now be supplied. Only safe stool to sell — only safe stool to use. Write

EVAN L. REED MFG. CO.
125 Mill St., Sterling, Ill.



Moore Push-Pins

Glass Heads, Steel Points

Push-less Hangers

The Hanger with the Twist

IN thousands of hardware stores where our display cabinets are used, Moore Push-Pins and Push-less Hangers are fast sellers and continually bring in new customers.

*Write for terms and
literature*

Moore Push-Pin Co.

(Wayne Junction)

PHILADELPHIA, PA.

For 22 years the Standard of the World

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives



**Raises 9 ft. high
for Drying**



**Lowens to 4
feet for
Loading**

Little Giant Clothes Reels are ORNAMENTS, not EYESORES. Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company
222 Rock Street
Mankato, Minn., U. S. A.
Established 1876

"GOLD MEDAL"

"GOLD MEDAL"

"GOLD MEDAL"

"GOLD MEDAL" FOLDING FURNITURE

TRADE MARK REG. U.S. PAT. OFF

REPUTATION, PLUS

In selling "Gold Medal" Folding Furniture, dealers do not have to depend on its reputation alone, even though this is a powerful selling force. Our 1922 selling campaign includes a series of advertisements in the Saturday Evening Post and outdoor magazines. Millions of people will read these advertisements and will want to know where they can see and buy "Gold Medal" furniture.

We'd like to refer them to you. Is your name on our list. If not, send it with your jobber's name.

**GOLD MEDAL CAMP
FURNITURE MFG. CO.**

1714 Packard Ave., Racine, Wis.



"GOLD MEDAL"

"GOLD MEDAL"

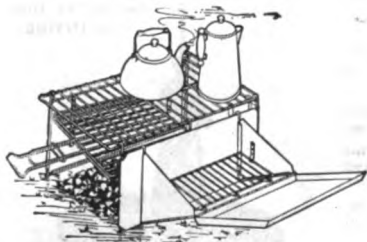
"GOLD MEDAL"

FOLDING FURNITURE

FOLDING FURNITURE

Prepare for the

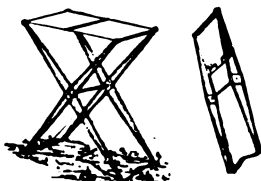
Camping and Outdoor Season



"NUGGET" OUTFIT

The "NUGGET" is a practical, folding Camp Stove and Oven. Cooks, Bakes, Broils. Outfit consists of Stove, Oven, Meat Broiler, Extension Handle, Folding Handle Fry Pan, and Kit Bag.

"United" Products The Best Equipment



ALL-STEEL CAMP STOOL

Folding Camp Stool. Every part of steel. Seat pliable. All joints electrically welded. Tested to over 350 pounds. Height 16 in. Meets every demand and is a great seller.

We also make a complete line of Camp Grids and Camp Utensils

UNITED STEEL & WIRE CO. 10 Fonda Ave. Battle Creek, Mich.

WRITE TODAY FOR CATALOGS

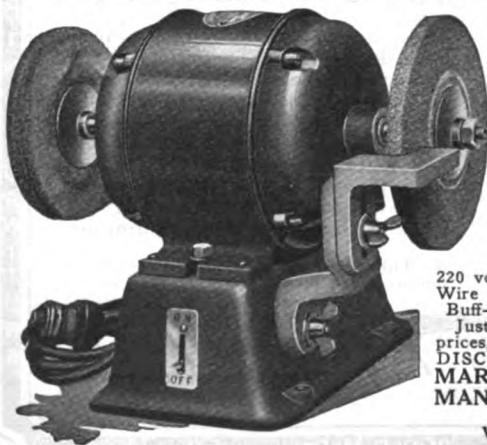
MARATHON "OK" GRINDER AND BUFFER

\$25.00

With $\frac{1}{4}$ hp. A. C. Motor

Send for circular describing this sturdy 38 lb. tool (52 lbs. boxed) with its big 6 in. Norton abrasive wheel and 6 in. Hanson & Van Winkle Buff.

Buy a sample machine, put it on your counter. Demonstrate it by doing your own grinding and buffing.



Everybody who sees its totally enclosed, dustproof $\frac{1}{4}$ hp. motor; its safety switch, its safe speed (1740 rpm.) and large size wheels will want one for his garage or home workshop.

Prices F.O.B. Wausau:
With 110 or 220 volt, 60 cycle alternating current motor ... \$25.00

32 or 110 volt direct current ... 26.00

220 volt direct current... 27.00

Wire wheel in place of Buff—extra 1.50

Just about HALF usual prices, yet we give quantity DISCOUNTS.

MARATHON ELECTRIC MANUFACTURING CO.

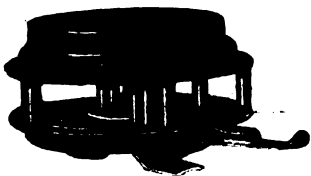
33 Island Street
Wausau, Wisconsin

MARTIN AUTOMATICS

*Have
Everything
You Are Seeking*

With quality unexcelled, with price lower than any other automatic fishing reel, and backed by greater National Advertising, Martin Automatics are rapid fire sellers.

1922 Model



The 1922 model is strong, quick in action, simple in operation, and lighter than ever. Displayed prominently on your counter, you make sales and steady customers without effort.

Martin Automatics are the oldest, best known, and biggest selling fishing reels on the market today. If you have not written for dealer's proposition and literature describing the 1922 model, do so today.

Martin Automatic Fishing Reel Co
MOHAWK * * * NEW YORK

Quikwerk
TOOLS



**—and they
stay sharp**

THE pick that stays on the job longest without redressing is the pick you are looking for. You can be sure of the steel, the temper, and the careful forging of Quikwerk Picks. Finished in black with polished points. All styles shown in our catalog

*Order Quikwerk Picks
through your Jobber*

**THE WARREN TOOL
& FORGE CO.**

264 Griswold St., Warren, O.

The MAGIC

Combination
Spring Tooth

WEEDER HOE

Of interest to
every wide-awake
Hardware Dealer.

One
of 9
Models

**GOOD
PROFITS
QUICK
SALES**

Model
"H"

Two Good
Tools in
One



Every
gardener

is a buyer. This handsome, well-constructed "double-purpose tool," with its many other attractive features, has instant appeal, which results in good profits, through quick sales.

The wise dealer is placing his order now. Gardening time means Hoe time. Order an assortment from your jobber or write for folder and full particulars.

The
F. H. REICHARD
Manufacturing Co.
BANGOR, PA.

Garage & Barn Door Hardware "1080"

for folding, sliding doors



ECONOMY, excellence of manufacture, ease of operation—these points guarantee profitable installations of this popular trolley-swivel type set. It is known by the same rugged long life that marks all A-P Hanger Hardware, Light Hardware and Hardware Specialties.

RELIABLE ROUND TRACK

No. 2 Hangers embody the same points of excellence applied to barn and warehouse parallel sliding door installations. Hangers and brackets are one piece A-P malleable.

ALLITH-PROUTY CO.
Danville, Illinois
Request Catalogue
No. 90



ALLITH-PROUTY
"Satisfaction in Hardware"

DEALERS

Ask your Jobber

JOBBERS

Ask us about

The Premax Road- Tested Coaster

The Classiest Coaster
you have ever seen

Look for it at the

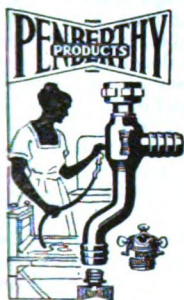
PASHA SHOW

**NIAGARA METAL
STAMPING CORPORATION**

Division C

Niagara Falls, N. Y.

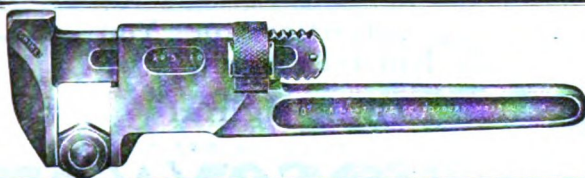
PENBERTHY Washing Machine Drainer



The Penberthy Faucet Adapter converts smooth into threaded faucet for attaching the drainer.

A Labor Saving Device for *emptying and filling* the machine, tub or boiler, thereby saving all the labor of lifting heavy pails. Simply attach to threaded faucet and city water pressure draws the water from any receptacle 2 to 20 feet below the faucet. *A Splendid Profit to the Dealer.* Send for circular and our Proposition to Dealers.

Penberthy Injector Co.
Detroit, Mich. Windsor, Ont.



TRIMO TOOLS TALK No. 2

All TRIMO tools are guaranteed to be made of the finest materials throughout, and are thoroughly dependable in every way.

THE TRIMO MONKEY WRENCH, herewith illustrated, has many commendable features. It has great strength and durability. Its adjusting nut cannot be

easily put out of use. The housing is almost indestructible, and the movable jaw is guaranteed to be as strong as skill, good material and high-grade workmanship can make it. There is not a casting in the TRIMO MONKEY WRENCH, every part being all steel. Made in 7 standard sizes.

All mechanics are quick to notice these many admirable features. Trimo Tools Talk No. 3 will appear in the next issue of this journal, featuring the TRIMO PIPE WRENCH.

Write to the manufacturers for full particulars.

THE TRIMONT MANUFACTURING CO.
Roxbury, Boston, Mass.



VENUS

Revolving Counter Stand

*Here's an easy way to build
up a profitable business on
the world famous*

VENUS PENCILS

This eye-catching reproduction of the famous VENUS PENCIL, holding a dozen each of the 17 degrees of VENUS writing and drawing Pencils—and 1 dozen VENUS Copying—in plain view of your customers, enables every dealer to carry a supply at a small outlay. Dealers say the VENUS Revolving Counter Stand is the greatest pencil sales-maker on record.

Write for Special Offer

American Lead Pencil Co.

242 Fifth Ave., Dept. PH. N. Y.

The largest selling Quality pencils in the world.

**We Advertise for You
In Nineteen Twenty-two**

The Original

"COOK AND SERVE IN THE SAME DISH"
Guernseyware
ON THE STOVE ~ IN THE OVEN ~ ON THE TABLE ~

**Vitrified Porcelain Casseroles, Tea-
pots, Ramekins, Baking Dishes**

In Foremost Women's Magazines

Referring buyers to your store for Guernseyware cooking utensils that are the best obtainable in quality, design, pattern and endurance identified by

This Trade Mark
Prepare now to profit by this National Publicity Campaign. It will sell your goods.



On Every Piece
Write for full illustrated Catalog of Guernseyware Cooking Utensils. We will also be glad to give you detailed information regarding our Hotelware line.

The GUERNSEYWARE CO., Cambridge, O.



ROBERTSON Horseshoe MAGNET HAMMERS

**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office

The Time Maker!

You create time when you save it. The Gillette Clipping and Shearing Machine creates time by grooming six horses as fast as you can do one by hand.



Gillette Model
1922

GILLETTE CLIPPING MACHINE CO.
129-131 W. 31st St. New York City

**No Work
No Fuss**

*Write for
Catalogue*

New Low Prices—Big Profits on

HAYES FRUIT FOG SPRAYERS

**For Hogs, Cattle, Chickens,
Farms and Gardens**

The opportunity for sale of Hayes Hand Sprayers is increasing fast. In five years a 60% increase in disinfecting on farms has created a big demand. The Hayes Line with 50 different styles meets every demand. Get your share—ask for prices.



Wheelbarrow Sprayers

One of our biggest sellers. Good capacity, easy to transport, extra long handle gives remarkable pressure. Will go back to stanchions, through garden rows. Fine for white-washing.



Bucket Sprayers

All working parts of brass; bronze ball valves. Strong pressure, easy working, will not get out of order. For spraying small trees, garden truck, disinfecting barnyard, cattle, etc.



Barrel Sprayers

One of our biggest sellers. Brass or bronze construction, avoiding corrosion. Long reversible handle gives strong pressure, easy working. Especially suited for orchard or farm use.

Compressed Air Sprayers

Two or three pumpings discharge contents at strong and constant pressure. Fine for walking down rows of crops or among live stock. Very popular.

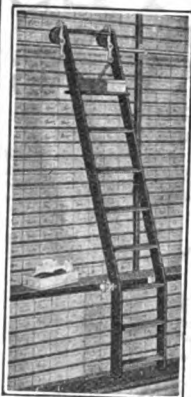


ATOMIZERS

Complete line, many styles, all prices. Ask for our New Low Prices. Distributors everywhere. Send for Prices

Hayes Pump and Planter Co.
Dept. 112 GALVA, ILL.

MILBRADT ROLLING STEP LADDERS



Made for the last thirty-six years by the original inventor.

Eighteen styles to fit any conceivable type of shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.



No. 07
List \$9.30
Each

SUPREME QUALITY
is built into these torches

We want Jobbing distributors

It will profit every retail dealer
to write for our catalog

GEO. W. DIENER MFG. CO.
418 Monticello Ave.
CHICAGO, ILL.

ASK YOUR JOBBER FOR



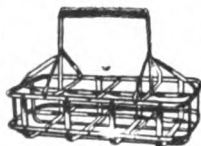
GET BETTER DRESSING AT LOWER COST

THE JOBBERS' MFG. CO.

WEBSTER BLDG.

CHICAGO

MILK BOTTLE CARRIERS



Well Made
Heavily
Galvanized

Made for
2-4-6-8-12
Bottles

THE JOHN P. SMITH CO.
493-501 State Street
NEW HAVEN - - - CONN.

\$100

Does it mean any-
thing to you?

Look at page 22 of this issue of
GOOD HARDWARE.

What would you say if you walked
into the store and came across the
scene pictured?

Say it to us—it may mean some
extra money in your pocket.

"Red Devil" Corrugated Lock Washers —Steady and Profitable Sellers



THE demand for "Red Devil" Corrugated Lock Washers has been so enormous that we are putting up an assortment of 530 washers in nine of the most practical sizes, in a tin box—for the convenience of the trade.

They are in steady demand by garage mechanics and individual owners of automobiles, tractors, motorboats, etc.—anywhere where bolts or nuts are used. Six points of contact—absolutely prevent loosening and rattling. They have a ready sale and pay a handsome profit.

Send for schedule of sizes and trade discounts

SMITH & HEMENWAY CO., Inc.

Manufacturers of "Red Devil" Tools

251 BROADWAY — — — NEW YORK, N. Y.

The Auto Vacuum Ice Cream Freezer **SELLS ITSELF**

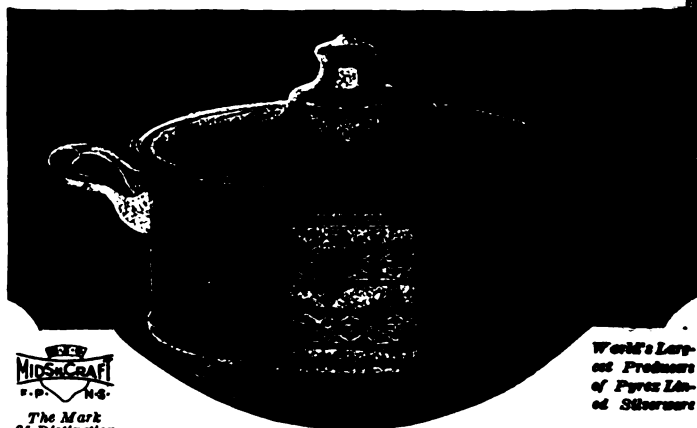


**Order from your
Jobber NOW!**

SATISFIED users are its greatest advertisers. Each sale leads direct to many more, because delighted customers advertise it to their friends.

It is a labor, time and money saver. No cranking necessary. Uses a great deal less ice and will pay for itself, through the saving in ice. It will keep the cream frozen 8 hours without repacking. Three convenient sizes: 1 quart, 2 quart, 4 quart. All metal, beautifully finished in white enamel. Packed in individual wooden boxes ready for reshipment.

AUTO VACUUM FREEZER COMPANY, Inc.
220 WEST 42nd STREET NEW YORK CITY, N. Y.



MIDDLETOWN Casseroles, Pie Plates and Bakers with their removable lining of Pyrex transparent Ovenware are as practical as they are beautiful. The Middletown Silver Co., of Middletown, Conn., U. S. A.

MIDDLETOWN SILVERWARE



"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of the trade.

GALVANOID is heavily electro-zincked *after* weaving by our modern process. Then a coating of transparent varnish is *baked* on. It is firm, durable, and attractive—the *best* grade of galvanized cloth made. *Order through your jobber.*

We also make

"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO. Chicago, Ill.

Factories: Chicago, Ill.; Mt. Wolf, Pa.

WILDER WINDOW THERMOMETER

FOR IMMEDIATE
DELIVERY

*Just wire description
number and quantity
wanted*

Nos.	List Price Per Doz.
1624—8" Mercury, blk. scale.	\$17
1625—8" Spirit " "	\$16
1628—10" Mercury, " "	\$21
1629—10" Spirit, " "	\$20
4101—9½" Spirit, wh. enam.	\$15

Packed one in a box with screws
for attaching. Strong and dur-
able, easy to read.

WILDER-PIKE THERMOMETER CO.
TROY, N. Y.



Retails at 15 cents

The new SI-FON Little Chick Fountain SELLS ITSELF

Here is some-
thing new in little
chick fountains.

Works in a
NEW way from
ordinary little
chick fountains.

It has two holes
in the bottom—
and still it does
not leak!

Write today for a free sample
and prices

(Big Consumer Advertising Cam-
paign just about to start.)

The BETTER PRODUCTS
COMPANY

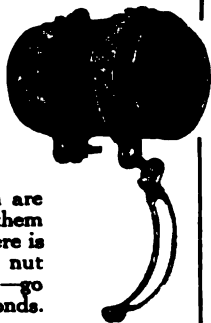
COLUMBUS WISCONSIN

Nothing else will do—
*Your customers
will say so too!*

PRESTO

Hose Clamps

3 Sizes—Fit All Cars



Repair men are
glad to use them
because there is
no bolt and nut
to assemble—go
on in 15 seconds.

Cooper Clamp Company

737 Park Ave. Brooklyn, N. Y.



Adjusto Household Rack

A Quick Sale Profit Maker

So useful the woman who sees one wants it—priced so she won't hesitate to buy. Made in 3 and 6 arm sizes. Order from your jobber or ask us for prices.

Tested and approved by New York Tribune Institute and Today's Housewife Bureau

FERNALD MFG. CO.

North East, Pa.



Easy To Sell



Champion Garden Rakes

Wrought steel teeth in pairs riveted to channel steel head. Strongest rake made.

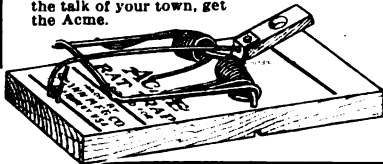
Order from your Jobber

**CRONK & CARRIER
MFG. CO.
Elmira, N. Y.**

New Low Prices on ACME Rat Traps

The strongest and most powerful rat trap made. A new improved spring which causes instantaneous action. Heavier wire than any other trap, and made so strong, it is unbreakable except with an axe.

If you want to sell a rat trap that will be the talk of your town, get the Acme.



10 Gross Lots

\$7.00 per Gross

1 to 4 Gross

\$8.00 per Gross

75 lbs. to Gross. Packed 1/4 Gross in Carton

Acme Mouse Trap

10 Gross Lots

\$1.30 per Gross

1 to 4 Gross

\$1.50 per Gross

12 lbs. to Gro. 5 Gro. in Carton. 1 Doz. in box

Make up an order for 100 lbs. for freight

shipment and save cost. Smaller orders

cheerfully filled. Prices F. O. B. Middle-

town.

5 Gross Lots

\$7.25 per Gross

Per Dozen

75c.

5 Gross Lots

\$1.35 per Gross

Per Dozen

15c.

SHANN MFG. CO., Middletown, N. Y.

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. SEND FOR CATALOG

BOSTON

MASS.

Don't Despise Dime Sales



The rapid movement of Slip-on Handle Protectors from their self-selling display cartons leaves substantial profits behind.

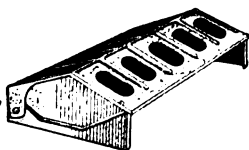
SLIP-ON
Handle Protectors

are quickly attached to coffee pot, teapot or percolator and keep handles from scorching or burning off.

Put up in cartons containing 3 doz. boxed protectors, retailing at 10 cts. each. Endorsed by Tribune and Good Housekeeping Institutes.

ORDER FROM
YOUR JOBBER
**Young Specialty
Company**

2220 Vliet
Street
Milwaukee,
Wis.



Cymaco Chick Troughs

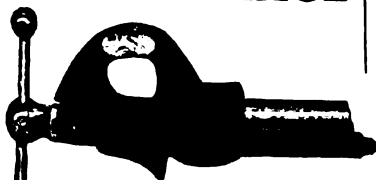
HANDIEST, most durable trough made for dry mash, cracked grain, hard grit, sour milk or water. Built of galvanized steel. Pressed top, hinged to trough so that it can't get separated and lost, makes filling and cleaning easy.

Two sizes. No. 20, 20 inches long, feeds 20 small chicks at a time. No. 10, 10 inches long, 10 chicks. Packed 1 dozen to carton and shipped dealers F. O. B. factory, or nearest jobbing point east of Rockies at \$27 per gross for No. 10 and \$38 per gross for No. 20.

In ordering this good seller, give your jobber's name and we'll see that shipment is made promptly.

The Cyclone Mfg. Co.
Dept. 70, Urbana, Ind.

FOR BENCH or GARAGE



OVAL SLIDE VISES
4 Sizes

STEEL FACED JAWS

CLAMP VISES, 3 Sizes

**For the Price
None Better Made**

Send for Catalogue illustrating nearly 50 popular priced hardware items

The Clipper Tool Co.
BUFFALO, N. Y.

A Bright Spot for Sales



Every home needs light—here's the light that everybody likes. Lights with a common match. A scratch and it's lit—a demonstration and it's sold.

NULITE Match-lite
Lamp

Get our introductory sales offer. We pay for the first ad in your home newspaper and supply electrotypes of additional ads free.

Write your jobber

**NATIONAL STAMPING &
ELECTRIC WORKS**

CHICAGO

U. S. A.



These Phonograph Needles Sell Themselves at 100% Profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10¢ per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those *Satisfactory Violaphone* needles. Every needle plays 10 records—brilliantly.

THE FRED. GRETSCH MFG. CO.
60 Broadway, Brooklyn, N. Y.

Manufacturers of Eagle Brand Steel Strings

Beehives

Make an added profit by handling Root Quality Bee Supplies. Dealers wanted wherever bees are kept. Write today for catalog and dealer proposition.

THE A. I. ROOT COMPANY
MEDINA, OHIO

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Manufactured by
**THE STINE
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Waterbury, Conn.

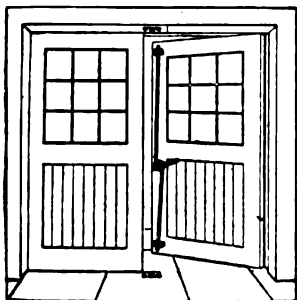
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MEDICINE CABINETS
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LAVATORY MIRRORS**

The trade mark means excellence in all details:
Your jobber will supply you.

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GARAGE DOOR BOLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors. One turn of the handle locks and unlocks top and bottom bolt. Withstands the severest service the year round.

PHENIX MFG. CO.

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Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths
Established 1860

Order Thru Your Jobber
If your jobber does not handle
—write direct

Silver Lake Co.
Newtonville, Mass.



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Never Equalled

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HUNTER'S
SIFTER**

The Standard of the World Since 1880
THE FRED J. MEYERS MFG. CO.
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Warms 6-7 Rooms

all but
the casing

Economy
Gained by
3

Times
Heating
Surface of
Others.

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Back
if you
want it.

Write to-
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Plate"
Furnace
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The SECRET of Soldering:

Keep iron and metals *chemically* clean

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SOLID SAL AMMONIAC AND FLUXES

Will enable you to sell soldering irons and materials for Auto, Household and Farm Soldering, Wiring, Radiator Repair, etc.

Write at once, naming your jobber

SPECIAL CHEMICALS COMPANY
HIGHLAND PARK, ILL.



**YERDON
CAST BRASS
HOSE BANDS**

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

Retail Salesmen

the more Twinplex you sell

the more you earn



**Twinplex
Stropper**
the Collins and Dickson-Phipps Plans

THE REWARD PLAN—Each Twinplex Stropper you sell, not only nets a good profit to the store—but adds to your personal earnings as well.

Thousands of salesmen are sharing in the Twinplex reward plan now—thousands more are eligible to participate.

Here's the plan in a nutshell:

Each Twinplex Stropper is numbered and with it is included a guarantee registration coupon bearing the same number. When you make the sale, fill out the coupon and mail to our St. Louis office. The customer is registered under our 10 year service guarantee and **YOU** are sent a reward stamp—worth 25c.—and a book in which to keep the stamps.

Twenty sales means 20 stamps which fill the book. This brings you either a \$5.00 war savings stamp or a purchase order for \$5.00 on any store in your town for anything you want. You can redeem single stamps, partly filled books or save ten books and get a \$50.00 Liberty Bond.

Simple, isn't it? Worth the effort you put into Twinplex selling too.

And there are other interesting features about the Twinplex reward plan you'll want to know. Write your name quickly on the coupon below. Let's go.

**Twinplex Sales Co., 1627 Locust St.,
St. Louis, Mo.**

I want to know all about the Twinplex reward plan. How much I can make, etc. I would like to receive your magazine "Edgewise" at my home every month (free).

Name

Home Address

Store

City

530% Gain in advertising in one year

The January issue of **GOOD HARDWARE** closed with a gain of 530% over the business carried in January, 1921. This enormous increase was made in the dulllest advertising year that most people can remember. February and March have shown even further increase.

GOOD HARDWARE blankets the hardware trade—hardware dealers read it and like it—it gives the advertiser 45,000 circulation (all retail stores or jobbers) at very little more cost than is charged by other publications reaching less than 20,000 stores.

Is there any wonder that **GOOD HARDWARE** forged ahead?

Good Hardware

THE BUTTERICK PUBLISHING COMPANY
TRADE DIVISION
709 Sixth Avenue, New York

Advertising Growth

In January, 1921, Good Hardware carried 12 5/8 pages of advertising. 80 1/2 pages are carried in January, 1922—a gain of 530% in one year.



45,000 Hardware Dealers Ready for you to talk to

If we could bring 45,000 hardware dealers and jobbers together once a month and sit them all down in the Yale Bowl, you would be willing to pay us a nice fat fee for the chance to talk to these fellows for just five minutes.

We can't line these hardware dealers up in the Yale Bowl. But we have brought them together as readers of **GOOD HARDWARE**—45,000 of them. And they are ready to listen to what you have to say.



The Audience is Waiting for You

Never before has it been possible to talk to 45,000 hardware dealers and jobbers through one publication. But the audience has now gathered. Some of the leading manufacturers of farming implements, paints, store equipment, etc., are reaching these hardware dealers directly and economically through **GOOD HARDWARE**. What have you to say to the hardware dealer and the hardware jobber?

GOOD HARDWARE

THE BUTTERICK PUBLISHING COMPANY

TRADE DIVISION

709 Sixth Avenue, New York



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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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 Hobart Building, San Francisco



EVERYBODY that comes into your store needs Speed-Dee!

CAR-OWNERS

drivers and mechanics who know Speed-Dee will not be without it because it cleans their greasy hands with or without water and without injury to the skin.



HOUSEWIVES

too like Speed-Dee for cleaning painted walls, woodwork, rugs, tile and wooden floors, for washing clothes, whether greasy overalls or the finest laces.

Dealers Make Big Profits

selling Speed-Dee. Cash in on our big advertising campaign that will reach over five million homes, creating a permanent demand for Speed-Dee. Write for special introductory offer for extra profits.

STATES CHEMICAL COMPANY

668 West Austin Avenue

Chicago, Illinois

Say you saw it in GOOD HARDWARE

GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. 3

MARCH, 1922

No. 6

A Small Town Hardware Store Whose Windows Take National Prizes

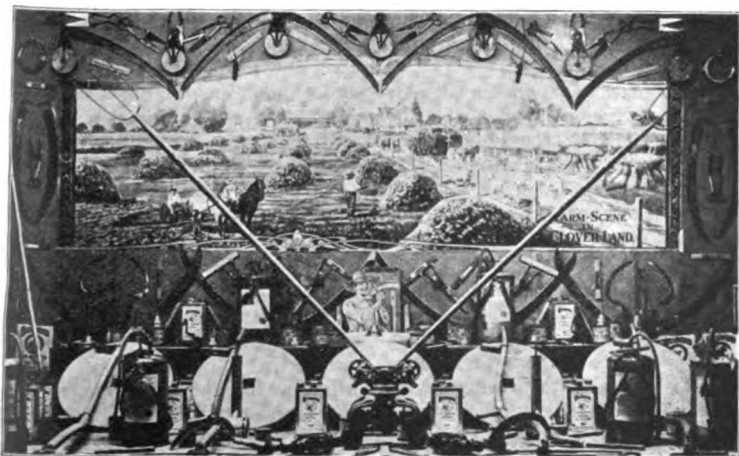
H. T. Westcott, display man for a Michigan store in town of 4,400 wins many national display contest prizes

By Manthei Howe

THE hardware store has no equal for the possibilities of good window displays," declared Mr. H. T. Westcott who has charge of all the window trims of the I. E. Swift Company's Hardware Store located in Houghton, Michigan.

"I know some people think a hardware store in a small town is badly hampered in arranging good windows, but I don't agree with those people. I can't think of any merchandise I'd rather work up in a window than that found right in the stock in this store."

That is rather a definite and sweeping statement, especially in view of the fact that Houghton's population is 4,400. But the I. E. Swift Company's establishment is a remarkably well-arranged store



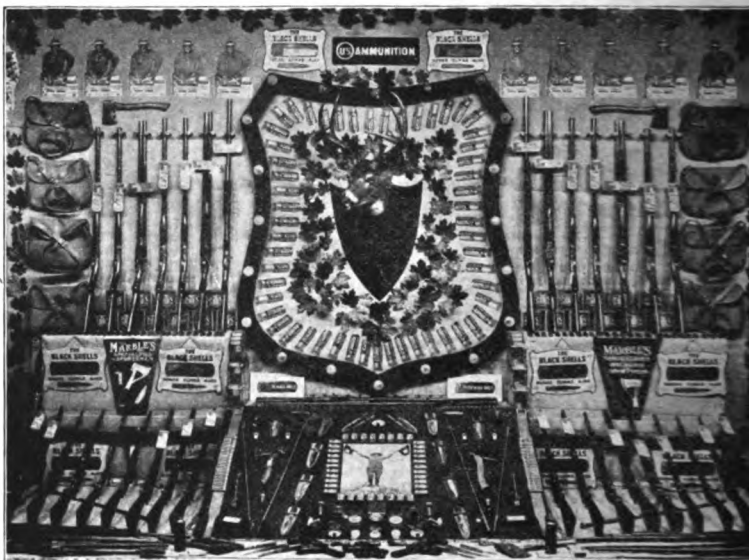
Westcott, of Houghton, says hardware offers unequalled display possibilities, and his windows prove it

and Mr. Westcott is a genius at window displays. And don't forget the usual definitions of genius are "an infinite capacity for hard work," and "inspiration plus perspiration."

That Mr. Westcott is qualified to talk on window displays is evidenced by the thirty prizes he has

plays are changed weekly except for a few special sales windows.

As an indication of his originality, take the center feature of window he designed to feature "Tree-brand" cutlery. He bronzed the trunk and branches of a small tree and then fastened cutlery to it in place of twigs. It does not re-



Another Westcott window, showing the effectiveness resulting from absolute symmetry of design

won in national window display contests. Even allowing for the local pride of Houghton which rates him the "best window display man this side of Chicago," it is a fact that few stores in big cities are as successful in getting consistently good windows.

Mr. Westcott has something over three hundred pictures of windows that he has trimmed. During the past few years, since he has been able to arrange "windows of which he is not ashamed," he has taken a picture of every trim before changing it. The dis-

quire much imagination to see how attractive the bronzed tree and glittering knives would be in a brilliantly lighted window.

If cutlery stands at the head of the list of material for window of general appeal, gun and hunting windows make a direct appeal to men, while women—can you guess

Mr. Westcott says, "Women are crazy about baskets. You put an attractive basket display in the window and the majority of passing women will stop to look at it and come in the store to see the

(Continued on page 62)

It Paid This Merchant to Advertise His Clerks

Western dealer decided it would be good business to introduce his staff of salesmen to the public and proceeded to do it in a unique way

By Charles Abbott Goddard



UT in Colorado there's a hardware merchant who realized that the clerks in his store are not only human beings, but rather important human beings. And feeling that way he came to the conclusion not long ago that the public ought to be told about these energetic young men who were serving it and at the same time building up for his store the splendid reputation it now enjoys.

To start the ball rolling, this merchant (who is a modest chap and insists on my calling him Mr. Smith) studied carefully the best points of each of the clerks who were working for him.

He introduced them individually to the customers and prospective customers of the store. He wanted to get away from the thought, and wanted to wipe it from the minds of his men and his trade, that his store was a one-man institution.

Take patient, steady and reliable Jake Berns in the cutlery department. Mr. Smith disregarded that cabinet portrait, taken some ten years ago, the one that Berns' wife thought was so nice, and had one taken just as Jake really registered on the other side of the showcase. He had a halftone cut made of it. Not long after, the people of the town wondered what had come over that hardware man, anyway. They saw a portrait of a man at the head of Mr. Smith's usual advertising column. It read:

JAKE BERNs, THE MAN WHO KNOWS CUTLERY

They read further and found something like this. (I can see Jake now sneaking into the rear of the printing office to buy another

dozen copies to mail to friends. I can hear Mrs. Berns telling about it.)

Meet our authority on cutlery. Raised in the hardware business, he knows cutlery and takes a lot of pride in finding out what you want, and then showing you the proper article for your wants. Jake never buys an article without thinking how well it will please some customer or fill some need. If you want the best that money can buy, Jake will show you how to be sure you're getting it. If you want a pretty good pocketknife, let us say, and yet don't care to put much money into it, Jake is ready for you. He will show you one that fits your needs so well that you'll wonder if he wasn't reading your mind when he put it into stock. Our Old Rough and Ready, for instance, is a good example in a pocketknife at 75 cents. Incidentally, Jake is as patient in selling a quarter knife to a lad as he is in selling the father a gold-plated safety razor.

Then Mr. Smith took up the other salesmen one by one and told their stories—with pictures—to the town. He didn't even overlook the fellow whose face was always covered with grime, Mort Downiky, who did the store tinkering and outside jobs.

When the printer got the ink washed off those halftones, Mr. Smith got them back and used them on individual business cards for the men to hand out. With this interest in their own cards the men would even shift a stack of them to their Sunday clothes to have them ready if needed.

Take Morris Knight, the man in the stove and furnace department, for instance. He happened to meet a friend of his wife's and that friend's husband at the ice cream parlor near their home one Saturday night.

"What is your line, Mr. Knight?" the newly-made acquaintance inquired.

"Stoves and ranges," Morris replied. "With John H. Smith, the big hardware man. Here, take a card."

"Well, Mr. Knight," chipped in the man's wife, "we'll be in to see you as soon as we get located, for we'll need a range."

Advertises Each Salesman

Mr. Smith used these cuts also in his general advertisements with sayings by each of the men describing the wares advertised. They were used on calendars, on letterheads, circulars and in a number of other ways, too.

Another thing Mr. Smith did was this: at the start of one season he thought he would put a little excitement into the men's selling efforts. He announced a contest. He mounted on the wall a map about ten by four feet in size, made of composition board. The map showed a broad red line leading East from Denver to Chicago.

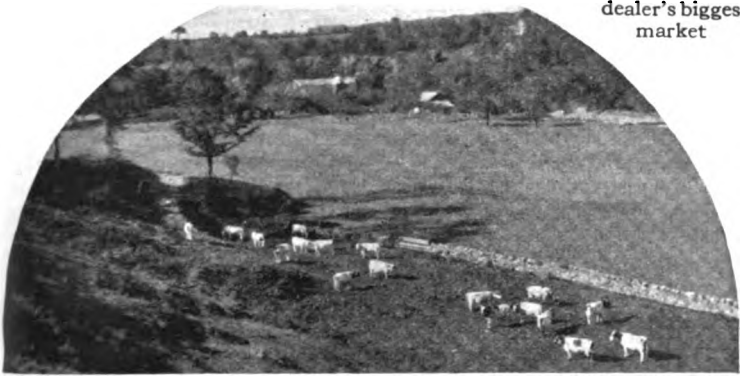
One Monday morning Smith called the boys together below the map. Pointing to it, he said to them:

"Boys, one of you is going to take the trip shown by this red line. It will be soon after inventory. It won't cost you a cent. It may make you sweat to win; and it may make you fellows who don't win sweat, too; but the fellow who wins will find it worth the effort; and the sales of the fellows who stretch themselves in trying to win will make up for any disappointment.

Free Trip Spurs Sales

"The man who goes on this trip will be the fellow whose sales rank the highest from now until the locking of the door on February 28. It will have to be clean business, however; for a man must not turn in any old kind of orders, or any old kind of credit risks to count. I have had copies of the rules made. They explain the conditions, which you will see are fair. Read them over and let's begin."

Each week Smith indicated by thumb-tacked cards the relative positions of those men on that red route. Thus Bill Hicks might be pulling into Omaha while John Head was in Des Moines. The labels on the map increased the interest in the affair and were the foundation for talks on speeding up sales. With that map before them the men thought about it much more than if the reminder had been of words dissipated in thin air, or typed on a sheet of paper and thrust into a pocket along with many other memoranda. Each move of the labels was a distance in proportion to the sales totals, considering the leader and the total distance. It was arranged that on the trip the winner was to visit a number of the factories whose goods the store sold.



Your Interest in the Farmer Keeps His Business at Home

The farmer buys from catalog houses because local dealers make no attempt to interest themselves in his welfare and to keep his trade at home

EDITOR'S NOTE: The writer of this article is a successful and progressive hardware man with ideas. He has built up a flourishing business in a small town by going out into the country for trade. He knows his stock and its uses and he makes it his business to know most of the farmers in his county. As a result, every time he meets a farmer he can soon tell what lines are sales possibilities. In this article he tells how he sold a number of articles, ranging from concrete mixers to dairy pails, by taking an active interest in a prospective customer even at the expense of a little extra trouble.

NOT long ago, a farmer telephoned in and wanted me to come up to his place and look over a kitchen range for various needed repairs; he wanted our opinion as to whether the stove was really worth the required expenditure for repairs or whether he would be saving money by purchasing a new one.

He took me back to the farm with him when he returned from delivering his morning's milk to the local station. After we had examined the range, which had a warped base, a cracked oven plate and so many burnt-out castings that he decided on a new one, he asked me if I didn't want to go up into the woods and see his new sap house. I was glad to and we started for the woods.

Walking up the hill back of the house, I noticed a clear and bubbling spring coming out of the ground and running into a nearby watering trough for the cows.

These very crystal-clear hillside

springs have always had a fascination for me and I remarked that it was a shame that he had not piped it to his kitchen. He asked me to turn around and note the lay of the land and sure enough,

there was a considerable rise of ground between the foot of the hill and his house.

He told me that his wife had often said that the cows in the pasture had better water than they did in the house, and she had always wanted it piped there. They hadn't figured out just how it could be done without a great deal of expensive work.

The Dealer's Business

It's my business to know about such things, so it's not strange that the idea came to me at once that a ram could be installed in that hollow at the foot of the hill. I told him that if he would drop in at the store, we had literature on the subject and would look it up for him and tell him all about it—how it could be done and the approximate cost of the ram and the pipe.

He came in, and when it gets a little warmer he expects to put in this outfit. A long desired convenience will soon be installed on that farm in spite of the hill.



Your local Farm Bureau is a good place to visit

Now this farmer probably knew what a hydraulic ram was and how it might be used, but this show of interest and a little prompting on my part did the trick. I can tell you that that farmer's wife is certainly delighted with the idea of having that cold, sparkling water right in her kitchen. They tell me that the spring has never been known to run dry, and I somehow feel that they attribute the convenience to me, so it seems only natural that they may remember us when they need other things in hardware.

I must also tell you that we sold them that range and their old one is now peacefully reposing on the old iron pile.

I mention this instance to show the appreciation of a little display of interest on the part of the merchant in the welfare of his customer.

One day another dairy farmer was making some purchases in the store. After paying his bill he came back into the office and said he wanted to place his order for several sacks of cement, as he was expecting to put in a concrete floor in his garage, which with some other concrete work, amounted to quite a job.

Tell Him How to Do It

We asked him how he was going to mix this concrete and he said he supposed he would have to mix it all by hand although he had a gasoline engine and realized how much time and labor he could save if he had an engine driven mixer.

He knew nothing about such a device except that he had heard of it, so we talked it over with him and told him to come to the store again in a week's time when we would have the necessary information all ready for him.

We got out our letters of inquiry at once, submitted the in-

formation to him and secured his order. He now has his concrete mixer and has not only done all of his own work, but tells us he has done almost enough outside work for neighbors on his R. F. D. route to pay for the outfit.

I complimented him on his idea and listened to his whole story.

Then I mentioned a neighbor of his who had recently bought stanchions from us and I asked this farmer if he would mind coming out to the store-house with



An interest in farm exhibits and fairs increases the feeling of good will between the farmer and the hardware man

Concrete is replacing wood in so many uses on the farm today that this seems like a pretty good field for development; at least, it's another case where a display of interest in what the farmer was doing not only brought us his good will, but a substantial sale along with it.

Another farmer remarked one day when buying some roofing for a cow barn he was remodelling that he planned to build some home-made stanchions for his cows.

He had the idea all right but he hadn't figured very closely on the cost of his materials and the time he would have to spend in making them. At best, when all was said and done, he would only have home-made stanchions which could not possibly be as sanitary as the article made by a concern specializing in just this product.

me to see ours in a model hanger.

He came out and after following me with interest as I operated the stanchion and pointed out its various good features he said that if he had ever appreciated the advantages of the manufactured stanchion, he would never even have considered making his own. And he gave us his order for twenty of them. All that was needed was a first-hand demonstration.

When he mentioned his requirement in the store, the opportunity for convincing him was ours, and a tactful pursuit of this opportunity produced the order.

Isn't this often the case?

The farmer doesn't grasp just what we can do for him until we demonstrate the goods and let him convince himself by seeing them.

(Continued on page 62)

American Eagle Draws Cutlery Business

IN the city of Philadelphia there is one window exhibit at least, which has been attracting the public's attention for nearly a half century. The object referred to is set up in one of the show-windows of the house of L. Herder & Son, retailers of fine cutlery. It is in the form of a mammoth American eagle, and is made entirely of steel knives and forks. The handles of the knives and forks are of genuine ivory.

This unique exhibit was originated and put together by the late Herman Herder, and was first shown to the public at the Centennial International Exhibition, held in Philadelphia during the year 1876, where the firm of L. Herder & Son was awarded a Centennial medal for its cutlery.

The eagle constantly attracted crowds of interested visitors at the Exhibition, and after the great Fair had closed, the bird was

moved to the store window where it continued to draw sightseers. It is still as popular as ever, and every day a large number of people stop and give it close inspection.

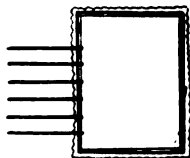
The figure is so realistic that the feathers seem to bristle. The white handles of the knives and forks, and the cold, grey steel, add just the right colors to the picture. The design is mounted on a board covered with black velveteen.

Uses Mails to Advertise Store's Service

THE Davis-Ross Hardware Company advertises its store's service through a neat little triangular notice printed in the lower left-hand corner of their envelopes.

It has proven an effective piece of advertising for them, because the novelty and originality of it has attracted wide attention and comment.

After 5 Days return to
DAVIS-ROSS HDW. CO.
West Plains, Mo.



MR. POSTMASTER

Please
give this Man
Service

He trades at
DAVIS-ROSS CO.
and is used to it!

Mr. James Brown
177-Broad St.
West Plains, Mo.

An envelope that gets attention from the addressee even before he opens it



Mr. O'Neil's sporting goods windows are attention-getters—this one, representing a corner of the woods, displays everything that is commonly needed by the modern outdoor sportsmen

Merchant Takes the Movies into His Business—Makes it Pay

Motion pictures in a California dealer's display windows attracted attention and customers and boosted sales

MOVIES in the church, home and school are novel enough, but it took J. R. O'Neil, hardware dealer of Roseville, California, to discover that the movies' place is in the show window. Roseville is a prosperous, thriving city and Mr. O'Neil, in keeping up with the town, noticed that his sporting goods department wasn't as active as it might be.

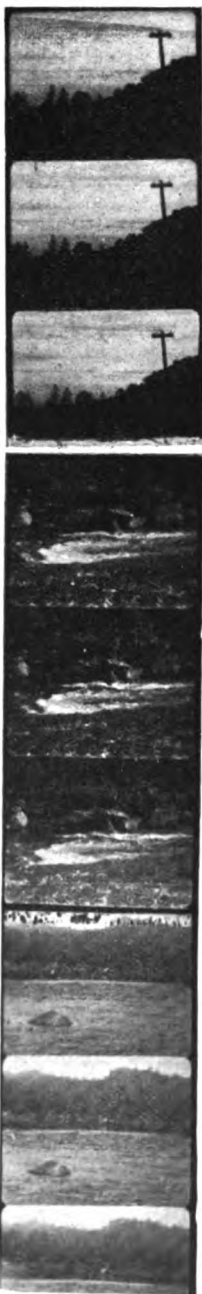
He thought over his problem, decided that something ought to be done and, influenced possibly by the fact that California is a movie state, set about doing it.

Last August he went off into the Sierra Nevadas, with an assistant, and came down loaded with foliage and evergreens. Three deer heads, a coon and a skunk were borrowed from neighbors scattered through the hills. They carried a camera along, and special woodland scenery pictures were taken; then coming down to the Del Paso Public Park of Sacramento, they took several pictures of elk and deer. Motion picture

films were then made of the photographs.

A red electric globe covered with isinglass made a realistic camp fire in the show window, blue colored nitrogen lamps gave the night effect; evergreens and foliage properly placed converted the window space into a little corner of the woods, and the animals completed the background.

But all this was merely background, pretty and attractive



enough as a setting, but merely a setting. The whole was a frame for the movies, which were thrown on a frosted plate at the back of the window.

Every evening for two hours when the down-town crowd thronged the streets, the film was run; the feature was so novel that it appealed to almost every type, and the publicity which the store gained for itself was worth many dollars to Mr. O'Neil.

This was not his only business-building publicity venture. He never lets an opportunity to do something different slip by him. At the opening of the baseball season, Mr. O'Neil received a shipment of Babe Ruth Bats, and the novel scheme which he conceived not only sold his bats to individual youngsters and sport-loving adults, but also sold a complete outfit to a school team, which netted him quite a tidy sum.

The Pathe Phonograph Company made a record of Babe Ruth, telling a bit about himself and how he makes his home runs. O'Neil bought the record.

The bats were displayed in the window with other baseball goods and a small lettered card, reading, "Make Your Home Run with a Babe Ruth Bat. Come In and He Will Tell You How to Do It!" And the prospect, curious as the rest of America to know how Ruth does it, comes in and hears the Home Run King's directions, buys his bat and, if he has a phonograph, a record of his talk.

Mr. O'Neil has built up his flourishing business by showing his trade that his store is headquarters for a particular line—sporting goods, in his case. He keeps in close touch with nationally advertised goods and advertises right along with the



manufacturers of sporting goods.

He believes that a good window display is a silent but valuable salesman with a knock-out.

He changes his display about every seven or ten days, according to the seasonableness of the article. His windows are a little better lighted than all the rest in the block, and the inside of the store makes good the windows' promise. A space in front of the store is reserved for featuring the line displayed in the windows. This, he has found, makes a double impression on the customer which goes far toward making the actual sale.

Contests are another profitable means of favorable publicity that Mr. O'Neil has adopted.

The Disston Saw Co., ran a successful contest on counting the teeth on a number of saws displayed in the window. So O'Neil followed their example by putting on this contest for ten days. He displayed twenty-four different kinds of saws in the window and had coupons printed on which the guess or count was to be made; then had the entire town circulated with hand-bills.

Three prizes were given away. The first was a saw, the second a flashlight and the third a pocket-knife. The saw was won by a carpenter and was the finest bit of advertising that the store could have had. But Mr. O'Neil does not neglect his standard lines by specializing in sporting goods. Last Fall, desiring to boost his electrical goods sales, he ran a free moving picture of the Electric Railroad of the Chicago, Milwaukee & St. Paul over the Rockies. He secured the film from the General Electric Company, which was glad to lend it for this purpose.

(Continued on page 74)





Fifty Dollars a Minute!
Eighteen Other Prizes
for a Title to This Picture

Climb on board!

Get Your Share of that \$100 Prize Money

DID you ever earn fifty dollars a minute? "Not many minutes," is the answer.

Well, here's your chance to make one minute count for the fifty and you haven't much time to wait. The GOOD HARDWARE Third Contest Special leaves at midnight (Eastern Time) on the 20th of March and unless your answer is in the mails by that time you've practically lost fifty good American dollars. Careless, isn't it?

Look at the picture. What does it suggest to you? Funeral marches and wreaths with streamers that say "Rest in Peace." Because the gentleman in the checked suit looks as though he might get awfully rough if things didn't suit him, and if we're any judge of the future things aren't going to please him any too well.

Take another look at the picture. Is there anything there that you missed last time you looked at it?

The conditions will tell you how to win that fifty.

THE CONDITIONS

1. The Contest is open only to hardware people and their families.
2. Answers should contain the title, the name of the contestant and the name and address of the firm he or she is connected with.
3. No more than 12 words to a title. *Each title must be on a separate paper.*
4. Titles may be prose, verse, original or quoted.
5. The judges will be the editors of GOOD HARDWARE, ADVENTURE and THE DESIGNER.
6. If two or more identical answers win prizes, each will receive the same award.
7. The contest closes midnight of March 20, 1922 (Eastern Time).
8. Send answers to Contest Editor, GOOD HARDWARE. The address appears on page one.

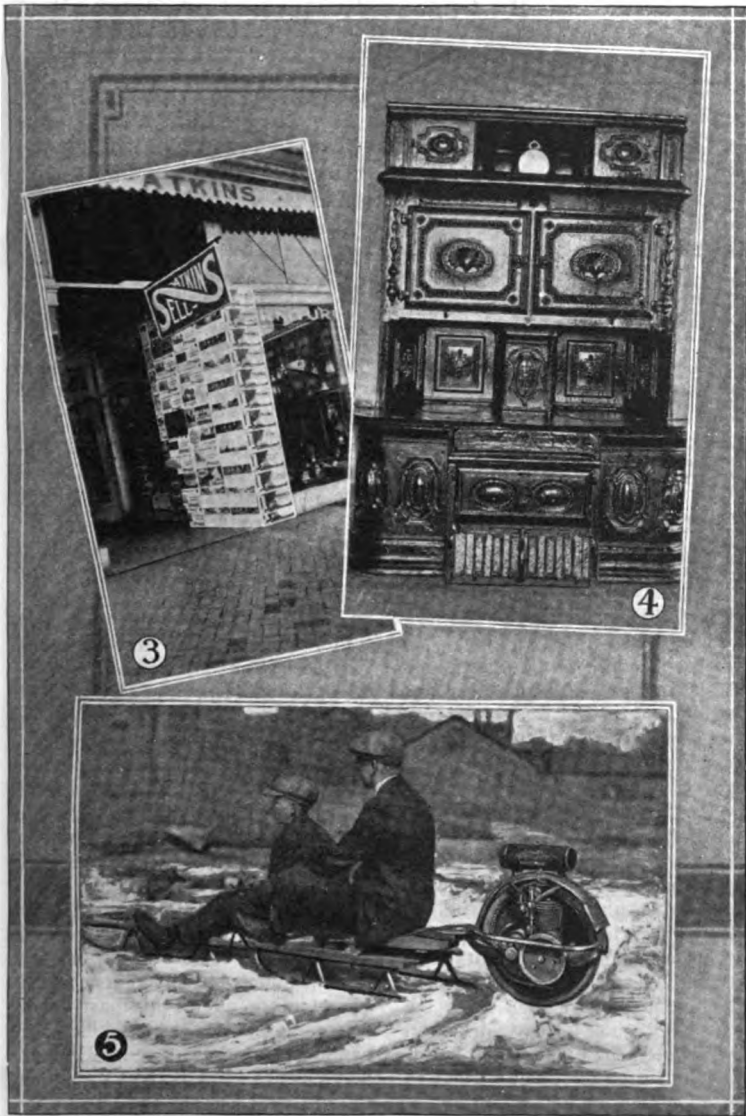
LOOK AT THE PICTURE

The Old and the New



(1) One of the oldest of hardware stores: the shop of Josue Van Baylvere, Rue de l'Academie, 23, Bruges, Belgium. (2) America's oldest department store, opened in 1680 on the main road from Duxbury to Marshfield, Mass. (3) The Sells-Atkins Company made this profitable billboard of the boarding over its show windows when the glass was blown out by a

in the Hardware Field



powder mill explosion. (4) The stove Abraham Lincoln used for "light housekeeping" during the Civil War. It is now in the building used as a summer residence by half a dozen Presidents. (5) Speedy winter sport in Kennett Square, Pa. Two sleds, fastened together with boards and bolts, are driven by motor power twenty miles an hour over ice and snow.

The Treasure In the Street

By Eugene J. Meyer

Illustrated by Tony Sarg



JIM PAGE finished reading the last of the memoranda and tucked it beneath the little pile of slips on his desk. He had requested his three salesmen—he never spoke of them as clerks—to come to the store at seven-thirty and he wanted to check over his facts before they arrived.

As he sat there in the neat little office he could see through the glass partition the entire interior of his hardware store. A warm look crept into his eyes as he gazed upon his work and found it good.

Three years ago he had gone to his brother Al for advice. He wanted to go into business for himself and naturally turned to brother Al who had already made good as a general merchant.

Al's remarks had been straight from the shoulder as usual: "Good stuff, Jim! What line do you want to tackle?"

"That's just the point, Al," the would-be merchant had replied, "I've tried to decide for myself, but the more I think it over the more uncertain I am. Personally, I've always believed there's money to be made in hardware."

His brother had agreed. "There is money in hardware, Jim. I say that because while I've never sold it, I know. During the years when I was on the road as a free lance commercial adjuster and missionary for jobbers located in all parts of the country, I've called on 'em by the dozen—these successful hardware men. It wasn't a case of investigating or adjusting a long past due account with these birds—quite the opposite. It was just a friendly visit in an effort to make good accounts still better.

"These hardware men were the men who took every discount. They owned their own brick buildings—and usually the ones next to 'em. There is money in hardware, Jim—just as there is money in my line or Pat Butler's grocery stock across the way, but you've got to dig for it, Jim—and your best tools

will be experience, application and common-sense. The first will prevent you from buying poor material at a bargain, the second will open the store on time—and get in those accursed book accounts, while the third will require every waking minute of the day."

Jim was game and through his brother's influence had secured a job with Flomer and Porterfield, Kearney's biggest hardware firm.

That was now three years back and as Jim Page sat there musing in the office of his own month-old establishment he felt that he had gotten more out of his past three years than the average "clerk" would accumulate in ten. He had had a goal! Now he had the game to win and by all the Heavenly Fathers—

The slam of the front door brought him to his feet and he had hardly reached the middle of the

store to greet George Martin and Eli Young when the rotund form of Herman Heflin, his third salesman, wheezed briskly in.

The clock struck seven-thirty. Jim Page grinned. "Boys, you're as prompt as hungry rookies at mess call; come on back to the office where you'll find the chairs waiting and Columbus ready."

The three salesmen were puzzled and showed it as they seated themselves and tilted their chairs back against the wall. Their puzzled expression increased to pop-eyed amazement at Page's next remark. "Boys, three weeks ago I stumbled onto a great treasure—I've thought of mighty little else since that time and now I need your help to land it. The treasure is in plain sight and the more I've thought of it the plainer it's grown. But I can't get my hand on it without your help."

Two of his salesmen were frog-eyed and the third was having considerable trouble with his breathing apparatus. The proprietor did not keep them long in suspense. "Boys, do you know what my treas-

ure is? Can you guess? What is it, Eli?"

Eli came to with an audible gulp. "Somebody's died, Mr. Page, and left you a wad."

"Wrong," smiled the interrogator, "next! George, what is my treasure?" George Martin had read his Stevenson and Poe and to him "treasure" was just plain treasure and you got it with a shovel.

"You stumbled onto the place where those Grand Island bank robbers cached the Liberty Bonds!" he affirmed proudly. Poor George. At Jim's spontaneous shout of merriment he grew so confused that his carefully balanced chair tottered and fell with him on Eli's derby hat, which that gentleman had carefully deposited, crown down, on the floor upon entering.

The next three minutes passed quickly, but not quietly, and when peace had finally been restored through the medium of vociferous apologies, Page hastened to clear up his mystery.

"Boys, it's Politeness!"

If Page expected to create a



... stumbled over it and dropped a scoopful of nails all over the floor. The involuntary acrobatics went to his head.



**You stumbled onto the place where those Grand Island bank robbers
cachéd the Liberty Bonds!**

sensation he must have been miserably disappointed. The three salesmen were bright enough and capable, but they merely gazed patiently at the speaker as though they were waiting for the rest of it—giving the operator a chance to get the picture back into the frame.

Page was inwardly exultant. Their reception of his information only demonstrated to him the absolute value and need of this thing which they should have absorbed instantly—had they the real knowledge or appreciation of its value. Page cleverly demonstrated indirectly. "Herman, what do you think of Harry Thompson, the day clerk at the Commercial House over on Center Avenue?"

"He's just a plain sap!" snorted plump Herman disdainfully. "The boys on the road all say he acts as though he was doin' 'em a favor to let 'em register. They say he makes 'em feel like apologizin' whenever they pay their bills."

"That's the point," and Jim Page drove this assertion home with a vigorous bang on his desk. "And when the new hotel is finished they'll shake the Commercial House so fast it'll look like the Exodus. That young simp's blind indifference and deliberate rudeness will bust poor old Perkins. Am I right?" His audience nodded unanimously. No doubt here.

"All right so far then! Do any of you know that good-looking girl who cashiers at Unitt's drug store?"

It seemed that they all knew her, but Eli's shrill affirmative yell claimed precedence. "Know her! I'll tell the world I know her. She was so doggoned busy yesterday a'fittin' a big basting-fork back comb in her mirror that she gave me a dollar change for a fifty-cent piece an' when I told her what she'd done she threw me a mean look an' banged fifty cents under

(Continued on page 69)

Sportsmen's Headquarters in his Store Boosts his Sporting Goods Sales

Making it comfortable for "the boys" who gathered in his store and blocked his entrance paid this merchant big dividends



IN a store where the loafer is, as a rule, frowned upon, there are a number of interests that are best served by letting sales thrive in the sunlight of comradeship. That comradeship is the result of talks among sportsmen and athletes.

So well did a San Diego store think of this matter of letting the "boys" come in to loaf, talk and smoke that they built a narrow balcony around the rear and sides of the main part of the store, pulled the ammunition and other reserve shelf stock from a rear room and turned that rear room over to the men and boys who wished to have somewhere to go to talk over ball games and other sporting events.

In this way the loafers were weeded out of the front of the store by being given a more pleasant location. The people who came into the main part of the store, especially women, were not embarrassed—and more of the hunters, fishermen and athletes came in to talk, and to buy what they needed.

Young Men Behind Counters

A couple of young men were employed as salesmen and they do about as effective work while out of the store as when they are behind the counter. They know how to play baseball, how to hunt and to fish, and they know the rules of the athletic field generally. They keep bulletins of the major leagues and of less important baseball and football games. They help teams find players and to encourage sports. It means a great many sales. One item alone, that of baseballs, runs up to twenty dozen a week during the long baseball season.

Another store has built in the rear of the main room a rustic den. In the front of it are skins, trophies, old rifles and

other "scenery." Inside there are benches, tables, photographs, sports magazines and other things to amuse loafing sportsmen and athletes. All around the walls there are glass-fronted and illuminated display cases in which are shown various items in season. Here the boys find a retreat where they may loaf, talk, read, smoke, look up various items of tackle or athletic goods and not interfere with the many women who might be driven from the store by the crowd of apparently idle young men.

Early in the year is the time to get after the athletic business of the many smaller schools that surround most towns and cities. Athletics are becoming more and more popular in these schools and one step toward capturing their business is to capture the interest of their students.

Goes After School Trade

One up-to-date store works it from two angles. One way is to develop the friendship and interest of the boys themselves, getting them into the habit of coming in to get literature and figures, or

to talk with popular boys who make the store their headquarters. About the first step was to employ high school boys during their spare time. They act as magnets for the others, and always have a cir-

lishing their country clubs and golf courses. That means that there is a growing field for the hardware man who appreciates this opportunity to combine a whole some recreation with ability to talk



Employing salespeople who know sports made this store town headquarters for sporting goods

cle of live fellows about them.

Another way is to keep track of the teachers and principals of the smaller schools. Letters and catalogues will appeal to them. Then there is the time when they will be looking for some one to round up officials at their games and to help with the arrangements and the publicity.

This store handles the advertising, giving some of its own newspaper space and windows. It sells the tickets and generally acts as headquarters. It means large individual school bills each season, with the natural following of friendly boys.

Golf is a sport that is reaching the small towns. They are estab-

lishing their country clubs and golf courses. One store has a golf player on its staff of salesmen. He knew what to stock. He attracted many players who came in to talk the game and its requirements. He entered names for matches and posted scores. He kept in touch with a newspaper representative and saw that each week had some news of the links. There is a corner in the store where golfers may go to swing clubs and talk of their games to their hearts' content.

In order to give tackle and other sporting goods a good show a store in Denver took over a wing on a side street and devoted it to sporting goods and athletic goods.

(Continued on page 74)

Fourteen Good Ideas for Handling Your Garden Tool Stocks

Some stunts in displaying and pushing these important spring sellers that merchants have used successfully



QUITE naturally the first touch of warmth in the air, an occasional suggestion of green on the ground, and the entire world awakens to the fact that Spring is almost here. Long before that awakening, however, the wide-awake hardware merchant is busily planning for what is, probably, his most important season. It is not only that Spring house-cleaning and redecorating bring calls for paints, varnishes and house-cleaning equipment; it is, in addition, the time when gardens begin to take on importance and calls for tools are numerous.

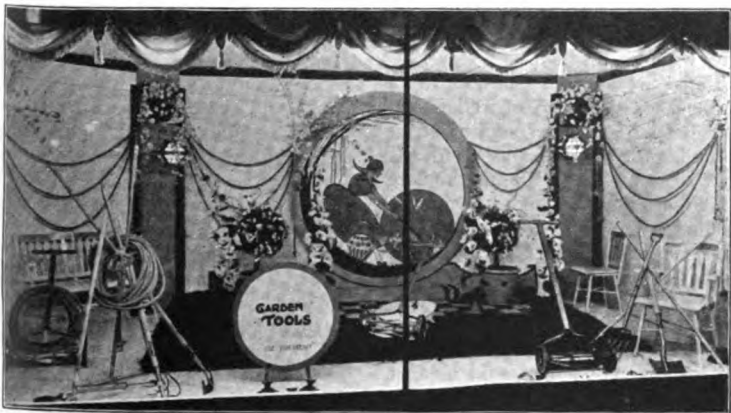
In the small towns and in the country districts gardens are larger and the tools needed are more varied; in the larger cities commuters make their purchases before hurrying off to catch the train for home. Before they realize that they are in need of seeds and tools, however, they go down to the cellar, up to the attic, or out to the tool-shed to search for last year's tools.

Some need repairing; others must be replaced with new tools. There are new wire fences and

screens to be erected around vegetable gardens, chicken coops and flower beds. There is hose to be bought. And there are a hundred and one other little needs, all of which must be filled by the hardware store.

Mr. Farmer or Mr. Commuter makes a note of what he needs and decides that he will stop off at the hardware store and find out how much all this is going to cost him.

But next morning, something else develops and so the thing

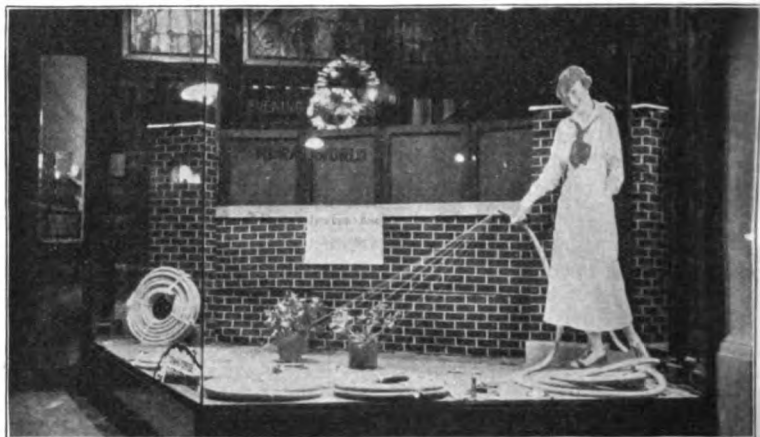


Even the delicate background of this window is made to combine with the tools displayed

slides along until someone reminds him of it. The logical person to do that reminding is the hardware merchant himself. It is valuable business and if he wants it he's got to be right on the job and ready to go out for it. He can't easily go out and visit every pros-

window which also contained several pots of flowers, and one or two coils of hose against a background of an imitation brick garden wall. In the window were also a few other tools in general use in gardening.

To the mouth of the hose faucet



White threads running from the nozzle of the hose to the flowers made the spray look real

pective buyer of garden equipment, but he can attract him to his store by advertising in his local newspapers, by sending out circulars, and by getting up interesting window displays.

This article will show how a number of hardware merchants in various parts of the country stimulated trade in gardening goods. It makes no attempt to be a complete guide on how to make a million dollars a day out of your gardening business. It merely shows how some individual merchants have solved some of the problems that the handling of gardening equipment presents.

One ingenious firm sold a large quantity of garden hose through a clever window display.

A figure of a girl holding the hose occupied the center of the

were attached fine white threads which, in turn, were fastened down at various distances in the window, giving a very natural effect of an actual spray of water issuing from the hose over the flowers.

Its novelty attracted many passers-by and created wide interest.

Seed buying was stimulated by a Los Angeles company by the use of an advertisement run in the newspapers under the title "Timely Tips." In this space the merchant offered a number of suggestions to men and women who were interested in gardens and flower beds. At planting time he had a big clock mounted in front of his store. Over it were the words, "Time to Plant" and from the clock a red arrow ran down to a display window which featured a variety of gardening equipment.

An idea which another Western hardware dealer used to increase sales in this department was a bulletin of the kind used by many of the cheaper restaurants. It stood on the sidewalk in front of his shop, but instead of announcing corned beef and cabbage it announced that it was "Time to Plant" various seeds—and then went on to tell what seeds.

Exploited Popularity

One hardware store which employed an unusually popular salesman cashed in on his popularity and the fact that he was well and favorably known in the community, by have a life-sized picture of him mounted on heavy board and placed in the window. The picture, in colors, showed the popular salesman at work in an imitation garden with a hoe in his hands. In

front of him was a layer of soil, and at his side a planting of some garden truck was set into the soil. There was enough realism in the display to attract widespread interest and to remind the passer-by of his garden needs.

The interior of the store presents a much more difficult problem than the windows. In the windows the display is usually limited to one central item and several articles connected with it. In the store, however, every article must receive some attention. Many are handled with ease and offer no great difficulties because they pack conveniently and take up but little space. Others, however, and it is with these that we will deal, are a bit more unwieldy, take up more space and are not quite as easy to handle for sale or display.

Some Lawn Mower Ideas

Lawn mowers are an important and profitable item in the hardware store at this season of the year.

The Stebbins Hardware Company of Chicago, which does a big mower business, has hit upon a good way of showing them. Their rack, which was built in their own basement, takes up only one-third of the amount of space that would be occupied by the number of mowers it will hold. It is made of stout iron pipe, connected in sections.

Four uprights in a line are firmly fastened into a heavy base and are connected at the top with another section of pipe. There is a short distance between pipes 1 and 2, and 3 and 4, and a longer distance between pipes 2 and 3. At the top, which is about four feet high, "L's" are attached to all four pipes and it is from these that the top mowers are suspended by their handles. Additional "L's" are attached at intervals of about 18 inches, and other mowers are hung



This rack is easily portable despite its great weight

(Continued on page 78)

EDITORIALS

A Pocketful of Good Ideas

HAVE you ever seen in the pages of **GOOD HARDWARE** a long-winded article telling what took place every day, hour and minute during a convention, and showing pictures of the boys all lined up, with a special picture of the new secretary standing on the boardwalk at Atlantic City with his sister-in-law, and one of the past third vice-presidents with his new baby on his knee! No! And you never will.

Or have you noticed any issue of **GOOD HARDWARE** cluttered up with a lot of market reports, blurt about the newly invented collapsible lawn-mower, or lengthy discussions of bills with which Congress has been wrestling session after session? No! And you never will.

That kind of information has its place. Certainly. But to our way of thinking its place is not in a magazine intended for a busy hardware merchant.

When **GOOD HARDWARE** was brought out, the first thought in the minds of its publishers was to get out a magazine of convenient size, so that the merchant could slip it into his pocket, read it at odd times in the store, and then take it home at night where he could read it more carefully.

The next thought was to put into the magazine itself only those practical merchandising ideas which would serve to help the merchant sell more hardware.

We have stuck to this policy religiously. And the success of **GOOD HARDWARE**—the fact that it is today the fastest growing hardware magazine in America—is pretty good evidence that we're on the right track.

A good many merchants have been good enough to write in and tell us that we have a fine magazine in **GOOD HARDWARE**. If you should feel inspired by the magazine to write in and give the editor a little pat on the back, or even a kick in the trousers, he will appreciate it. Every letter from a merchant makes him a wiser man.

Farm Implement Business to Improve

TO the hardware merchant who handles farm implements and who has just been through a very bad year due to the tremendous drop in prices on his products and an increase in freight rates which the farmer has suffered, a ray of light is beginning to shine through the clouds.

Writing on this condition in the N. Y. Evening Post recently Mr. William Black made this somewhat optimistic statement:

"Many constructive agencies are now working for the improvement of the farmer's situation. The Government is doing everything that could reasonably be expected in the way of granting temporary relief. The Farm Land Banks are again functioning. The amendment to the War Finance Corporation which makes it possible for the farmers to receive \$1,000,000,000 in credit is in operation, and from \$10,000,000 to \$15,000,000 per week is being distributed through this agency, with the probability that the amounts loaned will be increased during the next few months as the plan of operation becomes better understood. Freight rates are in the course of readjustment and reduction.

"The worst of the depression is undoubtedly over, and while progress to better times will be made slowly, it will be steady.

"Owing to the fact that during 1921 the farmer's purchases of new machinery have been very light and not over 25 per cent. to 30 per cent. of normal, and as his purchases during the previous four years were not as heavy in number of machines as during the pre-war years, it is estimated that the condition of implements on the farm is not over 80 per cent. of normal, which means that as soon as the farmer has the purchasing power with which to obtain the machinery he needs there will be an exceedingly heavy demand made on the implement manufacturers.

"Before the invention of the grain binder it required about one and one-half hours of a farmer's time to plant and harvest a bushel of wheat. By the use of improved machinery this time has been reduced to ten minutes per bushel, which shows clearly that farmers cannot produce foodstuffs in the quantities needed without improved farm machinery, and this machinery during the past year has been wearing out just as fast as ever, and there have been few replacements.

"The situation in the implement industry might be summed up in a few words. The tide has definitely turned, and there will be a steady and continued improvement, which will be slow during the first six or eight months, with more rapid improvement following the marketing of another crop produced at a low cost."

Turn the Spring Nuisance Into Business

SPRING cleaning means a lot of trouble, but it means a lot of worthwhile business in the hardware man's store. There are certain lines in every locality which sell better in the spring than at any other time of the year and it is to the merchant's interest to push them. It is especially important now that building is being generally resumed. A great deal of repainting is postponed merely because no one reminds the man who needs it that he wants a job done. Remind your neighbor that his house needs repainting. Tell it to him in your windows, in your advertising and in your circulars. It will help him, and help you.

Nautical Windows Make Unusual Displays

NAUTICAL displays in hardware windows present unusual opportunities which dealers seldom take full advantage of. Too often, in windows dressed with apparatus for the sea, it seems as though the window trimmer, dismayed by the sight of the hundred and one possible articles, had grabbed an armful or two and thrown them into the window to fall into such disarrangement as they might.

The retailer who follows this beaten track in window-decorating misses the opportunity of arranging striking and attractive displays. Rope, tow-lines, life-belts, fire extinguishers—all of these sound prosaic enough. That they can be built into effective displays is evidenced by the photograph reproduced on this page. It is a window of a hardware store in a Great Lakes port town and it gives an entirely new idea of the effects possible through the right

use of this kind of merchandise.

Notice how the life belts are used to make a frame for the display. The coiled rope makes an unusual yet appropriate floor covering for the floor of the window. It is a most ingenious use of cumbersome and ordinarily uninteresting merchandise, which will appeal not only to the man interested in nautical goods but also, because of its novelty, to the landlubber. Close fitting of the various pieces, the balance of the background and the clever use of the six wheels give the whole window something of the appearance of a mosaic.

PERSISTENCE

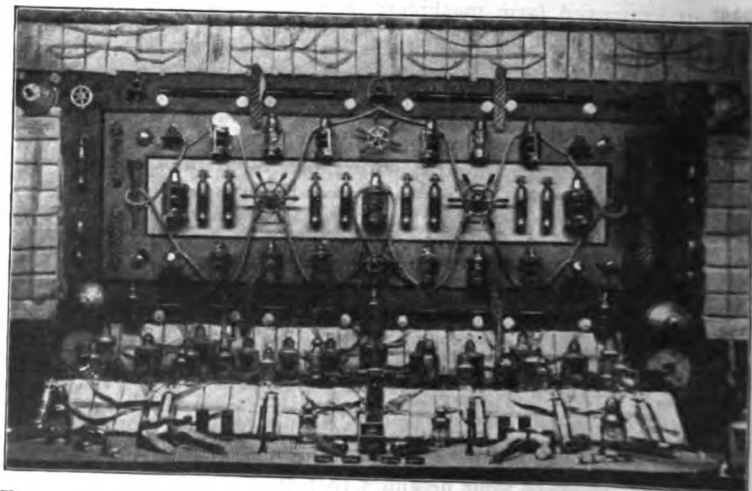
A man called at a house where the maid had received instructions to tell all visitors that her master had gone out.

"Oh, it would do just as well if I saw Mrs. —."

"She's gone out as well, sir."

"In that case, I'm sure they won't mind if I come in and sit by the fire."

"I'm very sorry, sir, but the fire has gone out, too."



The various pieces in this window were so carefully fitted together that it gave the appearance of an old mosaic



DID YOU HEAR IT?

On a business trip to the city a farmer decided to take home to his wife a New Year's gift of a shirtwaist. Going into a store, and being directed to the waist department, he asked the lady clerk to show him some.

"What bust?" she asked.

The farmer looked around quickly and answered: "I don't know; I didn't hear anything."

We admire men for their perfections. We love them for their failings, for it makes them one of ourselves.

VERY CURSORY!

A hunter called at the farm to settle for damage done by his hounds, and found only the farmer's wife at home.

"Has your husband made an examination yet?" he asked.

"That he has, sir," replied Mrs. Hodge.

"Rather a cursory examination, I suspect?"

"Oh, dreadful, sir! Such langwidge I never heerd—never!"

ENLIGHTENMENT

"What is the difference between a lamp and a woman?"

"When you clean the lamp it doesn't go out; when the woman cleans up she does go out."

IMPROVING

Wife: "Do you know, you are growing handsome, hubby?"

Husband: "Yes; it's a way I have when it gets anywhere near your birthday."

Rub stones together and they spark, rub brains together and they sparkle.

TOO CARELESS

"I have lost three husbands," a reader had written, confidentially, to an editor, "and now have the offer of a fourth. Shall I accept him?"

The editor dipped his pen in the ink. This was the last straw.

"If you've lost three husbands," he wrote, "I should say you are much too careless to be trusted with a fourth."

No man ever suffered from indigestion from swallowing his pride.

WHO USES IT?

At the docks an Irish emigrant was seen loafing suspiciously near a heavy anchor. After an hour's careful observation a policeman approached the suspect and demanded to know the why and wherefore of his actions.

"Well, sorr," said the son of Erin, "I'm waiting to see the man who uses that pickaxe!"

DIPPY STUFF



KEEPING UP WITH JONES

Jones: "We're coming to see you tonight, old man."

Smith: "Good, but don't let your wife wear her new dress. I don't want mine to see it just now."

Jones: "Great Scott! that's the very reason we're coming!"

CONDITION UNCHANGED

Jones: "How do you like the weather these days?"

Brown: "Exceedingly disagreeable."

Jones: "And how is your wife?"

Brown: "The same, thank you."

If you don't approve of co-operation, look at a Rolls Royce that has shed one wheel.

WHAT THEY'RE FOR

There was to be a dance on board the battle cruiser and many of the men were busy with timber and canvas, building something that might be useful for sitting-out purposes.

One old sailor was just putting the finishing touches to it when the first guests arrived and a pretty girl stopped to ask him what he was doing.

"Puttin' up 'uts for 'uggin'," he answered.

INTERNAL COMBUSTION

Of a fire at Selfridge, N.D., the Shields Enterprise says: "Fire destroyed the store building and contents of Abe Jepel-sky." Poor devil, he probably had just eaten his Sunday dinner.

There's no time like the pleasant.

THE RETORT COURTEOUS

The "lady" in the street car had for twenty minutes subjected her neighbor to an intensive stare. At last the other turned.

"Madam," she said, "I bought my hat at Jones's, my shoes at Smith's, my dress at Robinson's. My brooch is, I assure you, genuine. Shall I forward you the receipts?"

If it's only money you get out of your business, you don't get enough.

GUILTY

"Did you really call this officer an old fool last night?" said the magistrate, severely.

The prisoner tried hard to collect his thoughts.

"The more I look at him the more likely it seems that I did," he replied.

BY
WALTER WELLMAN

ECONOMICAL

The progress of an inexperienced automobile owner was usually marked by casualties.

When he remarked to his chauffeur that he hated more than anything to run over a baby, John replied, sympathetically: "Yes, sir, them feeding bottles do play havoc with the tires."

HELP WANTED

This advertisement appeared in a newspaper the other day: "Wanted, a steady, respectable young man to look after a garden and milk a cow who has a good voice and is accustomed to sing in the choir."

Never kick a man when he's down: he may get up and whale the stuffin' outa you.

FORETHOUGHT

"Freddy seems to be making better progress with the girl he is courting. He has the field to himself now."

"Yes, he gave her a dog that will bite anybody he doesn't know. And the dog doesn't know anybody in this town but Freddy."

MUSIC HATH CHARMS

Enthusiast: "Don't you think the symphonic concerto was fine?"

Non-Musical Guest: "To tell the truth, I liked the chicken salad better."

Man's life is mostly get and forget, woman's give and forgive.

THE PRODIGAL'S RETURN

The Sunday School teacher had given a lesson on the Prodigal Son.

"Now, children," she said, "who was sorry that the Prodigal had returned?"

From the back of the class a voice cried, "The fatted calf, Ma'am."

HEAD WORK

Hardy: "Why did the old kings tap men on the head when they knighted them?"

De Witte: "Perhaps the stars made the knights more realistic."

INDEPENDENT

"Have you noticed how independent travelling salesmen are getting?"

"No. How?"

"They're not taking orders from anyone."

CARELESS

Waiter—"Smith has left his umbrella again. I do believe he would leave his head if it were not fastened to him."

William—"Yes, I guess you're right. I heard him say only yesterday that he was going to Colorado for his lungs."



Wigg: "Bill went all to pieces. And what do you think his wife said to him?"

Wagg: "What did she say?"

Wigg: "'Bill, collect yourself!'"

THE WOLF AT THE DOOR

Mrs. Miggs: "Yes, it takes us all our time to keep the wolf from the door."

Mrs. Higgs: "Ah, well, you're better off than some, your husband was a lion tamer."

Good business practices tend to make business good.

SECRET STUFF

Young Man (to Muriel's young brother): "I say, Jackie, do you know that clock is an hour fast?"

Jackie: "Yes; but don't tell sis. She put it ahead, and she thinks you don't know."

HOT ENOUGH FOR YOU?

She: "I'll never go anywhere again with you as long as I live."

He: "Why?"

She: "You asked Mrs. Smith how her husband was standing the heat, and he's been dead two months."

HOW OLD IS ANN?

Maisie: "And did they go into the Ark two by two?"

Mother: "Yes, darling."

Maisie: "Oh, mummie, who went with Auntie?"

Fortune may knock at your door, but it will never search the house for you.

GRATITUDE

Clerk: "I say, Jack, did you find a five dollar bill on the floor this morning?"

Cleaner: "Yes, sir; thank you, sir!"

THE MODERN MAID

Father (to young man asking for his daughter's hand): "Why, what's wrong with you? My daughter has just announced her engagement."

Young Man (patiently): "All right—I'll ask again in two or three weeks."

It isn't enough to be doing something. You must actually get something done.

AN EYE OPENER

"How did you find out enough about the financial situation to write an article concerning it?"

"I tried to borrow some money."

AN ORIENTAL CUSTOM

Husband: "Orientals have a curious custom of taking off their shoes before entering a house."

Wife: "The men in this country do the same when they come home at 2 a.m."

'PEERLESS

Mr. Newrich: "My daughter has no peer!"

Lord Goodmatch (wearily): "Too bad! If she had she might use it to jump from."

Fortune may knock at your door, but it will never search the house for you.

GOING FAST

Reggie: "They say that jazz is dead."

Clarence: "I thought it was dying from the weird noises it made."

Advice to bachelors: flirt with the girls who use the lip stick, but marry the one who can push a broom stick.

THE LION TAMER

Gladys: "Would you marry a widower, Muriel?"

Muriel: "No, I prefer to tame my husband for myself."

DON'T BE TOO SURE

A great employer once found it necessary to issue this caution to his subordinates—"Bear in mind, when giving instructions, that everyone is a d—n fool but you. And don't be too sure of yourself."

They say that money talks, but a good merchant can make his service count.

USUALLY

"Buzz worked so hard in Guglug's office that he won the reputation of being a——"

"Hustler, eh?"

"No. Fool."

History states that our country was founded by "early settlers." If only business could say the same thing.

HER OWN FAULT

New Bride: "Some of those tomatoes you sent were spoiled and we couldn't eat them."

Grocer: "We aren't responsible for your cooking, ma'am."



"Don't you lose friends by running your business on a strictly cash basis?" asked the friend.

"Yes," replied the merchant, "but not money."

OUR OWN MOVIE

BY WALTER WELLMAN

THE ENERGETIC SALESMAN CALLS ON DEALER BROWN



1 CARLOAD GLASS KNOBS.
6 CARLOADS CARPET TACKS.
2 CARLOADS
CORK-
SCREWS
4 CAR.

YES.
YES.
GO ON

AND OH !
WHAT A
RELIEF
IT WAS
WHEN →

OH ! WOTTA DREAM !
WOTTA DREAM !
WHAT WOULD I WANT
WITH 2 CAR-
LOADS OF
CORKSCREWS ?

Six Hardware Dealers Cooperate in Their Newspaper Advertising

Topeka retailers take full page space to advertise hardware exhibition and each gets benefit of increased business

A FULL-PAGE newspaper advertisement is a greater advertising expense than most retail hardware stores can carry. It is too expensive for a single store, but six stores in Topeka found that they could legitimately use that much space by taking it together.

They discovered, as a result, that there is lots of human interest in hardware. The public, of course is not greatly interested, as a rule, in cooking utensils, garbage cans, nails, step ladders, screws, hinges, stoves and the thousand and one other articles which the well-stocked and up-to-date hardware store must carry.

But the public can be interested in these things, because it uses them every day and needs only to be reminded of their existence.

Six Companies Cooperate

In order to arouse this interest the Fullerton Brothers Co., W. E. Culver Hardware Co., Thompson-Bauer-Austin Co., Bowen and Nuss, Nussback's Hardware Store and the College Hill Hardware Co., six of the foremost hardware shops in Topeka, recently associated themselves in the publication of a full-page advertisement which announced their first annual hardware exhibition.

The object of the exhibition and the advertisement was to show the public the place of the modern hardware store in the present scheme of things, to show its possibilities for service, to dramatize hardware itself and to interest the public in hardware stores

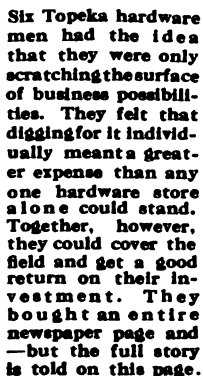
and the merchandise they carry.

Their copy opened with the following invitation:

"During the coming week you are invited into any hardware store in Topeka to see for yourself the numerous daily necessities carried in stock. We want you to learn that the modern hardware store is an institution that renders a distinct service in every household. We want you to become better acquainted with the entire organization. We want you to know

that every employe is instructed to greet your problems with a smile. We want you to know how well our employes are taught the intricacies of the hardware trade. We want you to know that we are continually spending all our efforts to secure for you more convenient and useful house furnishing goods that will give service.

"It is a delight to us to spend our



Six Topeka hardware men had the idea that they were only scratching the surface of business possibilities. They felt that digging for it individually meant a greater expense than any one hardware store alone could stand. Together, however, they could cover the field and get a good return on their investment. They bought an entire newspaper page and—but the full story is told on this page.

time with you and advise you on the article that is best suited to your need. We realize that you are looking for such a service and that you will find it at your hardware store. If it is only a screw or a few nails, if it is a range or furnace, if it is anything in cooking utensils, if it is anything in cutlery, if it is anything of the thousand and one other things we carry, let us know your wants first and we will supply them in the best possible way.

"Let us tell you the bewitching stories about the manufacture of some of the simplest articles you use. Some of them would sound like fairy tales, so wonderful are they. We can tell you why one article is better than another or why one manufacturer can make better merchandise than another."

This invitation was used in the center of the page and was surrounded by attractive illustrations of staples and also of interesting novelties. As a result of this unusually heavy advertising the stores enjoyed a marked increase in sales during an ordinarily dull period.

Colored Stickers Show Age of Stock

AN excellent way of making sure that your stock is being sold in its proper order is by means of little stickers of different colors pasted on the outside wrapper of your goods. A good time to start this system is early in the year, not long after you take your annual inventory in January or February.

Suppose, for example, that in January, 1920, you have used a blue sticker, in January, 1921, a red sticker, and in January, 1922, you use a green sticker. By the color of these stickers you will know just how long your goods have been in stock and you can make sure that the old stock is sold first.

Used Spare Time To Tire Chain Prospects

SPARE time on dull days seldom been put to better than it was by B. H. Walhaug, automobile accessories salesman at a California Hardware Store. On a rainy day he stood at a corner where traffic was heavy and wrote down the license numbers of passing cars which were not equipped with no-skid chains. Then he visited the local automobile dealers and got the names and addresses of the owners of these cars.

His next step was to have form letters sent to each owner whose address was local. In each letter went a folder furnished by the chain manufacturer showing the danger of neglecting such devices and the satisfaction that they would give when fitted to the tires.

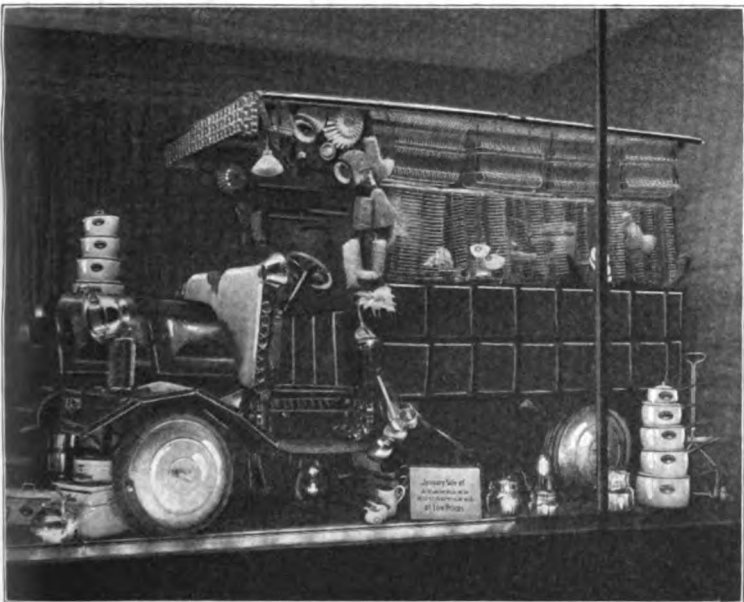
The letters read:

"This afternoon during the rain I happened to notice that your car is not fitted with chains to prevent skidding. The rainy season is starting and you most likely have no hint as to the troubles of a man driving. I enclose a clip of suggestions regarding driving precautions during this weather. It is worth keeping, or at least looking at. Notice suggestion Five mentions chains. They are a better insurance; and like any precaution that prevents accidents are a better insurance. Read the little folder. Then come in and make this profitable investment. Better do it tomorrow—before the next spell of rain.

Yours for safe driving,

B. H. Walhaug

More than a hundred letters were mailed. Out of these, three dealers said the letter had started them to action. A number of others bought within a few days, making no mention of the letter.



An Auto Truck Made of Kitchen Utensils and Hardware Sundries

Large Brooklyn store devises an attention-getting display that attracted both men and women.

TURNING an otherwise inanimate array of kitchen utensils into a big, powerful-looking automobile truck was the way in which Abraham and Straus, of Brooklyn, N.Y., put over a successful sale of things for the house. From the rubber tires to the headlights the display man did not miss a single detail that would leave room for criticism of the big truck.

More than fifty kinds of utensils and hardware sundries were used for the construction, and as many as sixteen pieces of certain articles were used. Order articles were arranged about the floor, representing every utensil featured in the sale. This window display aroused a great deal of interest and appealed not only to the woman of the house but to the man who was mechanically inclined.

Every day a lot of men would

gather, gleefully examining every detail, calling each other's attention to the clever radiator, the wheels which, incidentally were made with the tops of big garbage pails, and a garden hose wound around for the tire effect. We believe that many of our readers can duplicate this display. It will undoubtedly prove profitable for you from a selling standpoint as well. If you can't build a truck, try building a tin Henry at least.

This Window Made Housefurnishings Sell Fast in New York

*Complete and fully equipped modern kitchen in a New York City
department store display window*

AN orderly kitchen, dear to the heart of every good housewife, always gets favorable attention, despite the fact that the idea is by no means a new one in window displays. The R. H. Macy Co. department store in New York has a very interesting and immense hardware store in the basement of the big building at 34th St. and Broadway.

Largely, perhaps, because the hardware department is in the basement, and not on one of the more patronized floors, Macy's often feature merchandise from this section in one or more of their large windows.

The one shown in the illustration was particularly attractive and so realistic that it did not fail to stop even the hurrying New Yorker. It actually made one envious to see the spotless room presided

over by the attractive young woman, also spotless in her white garments. Here is the lay-out of a complete kitchen, and the woman whose husband is about to build or refurnish won't forget how



A complete kitchen in a window of the R. H. Macy Company's Department Store in New York City

that kitchen was arranged and furnished, and from the day she sets her eyes on it, it will be her ambition to have a similar one.

According to the head of the Department, the results produced by one of these displays is amazing. They have actually had orders to equip entire kitchens complete, even down to the white wall-clock, soon after they install the kitchen window. In smaller hardware stores, where it is not possible to furnish a whole kitchen, a corner can be arranged showing a kitchen cabinet one time, a range the next, a refrigerator next, and so on until the entire kitchen equipment has been displayed.

Orders are also received, when these windows appear, for the oil-cloth wall covering, as well as floor covering for the kitchen.

The main idea is to have everything spotlessly clean, as a kitchen should be, and keep it so while the display is in position.

The End of a Hardware Dealer's Perfect Day

AFTER several hours of hard work in his office, the prosperous hardware dealer sat back in his swivel chair for a moment of relaxation. Came a knock on the door. A well-dressed young man carrying a huge sample case crossed the threshold.

"My name is Adam Goodseller of the Newstuff Hardware Co.," announced the stranger.

The hardware dealer nodded his head rather nonchalantly.

"Our line of goods is miles ahead of anything else on the market," broke out the salesman. "For instance, take our saws. They are guaranteed to follow any pencil mark ever made and to cut anything except fingers."

The hardware dealer looked at him, said nothing.

"And our bits," continued the salesman, "of course nothing can touch them. Not only will they bore a square hole but oblong, hexagonal or any kind of a hole. All you have to do is press a button to let them know what kind of a hole you want bored."

"We also have a line of self-opening and self-sharpening jack-knives that's a winner," went on the salesman, "rat traps that make a noise like a piece of cheese, and door hinges that announce the name, address, business and financial condition of everyone who passes through a door on which they are placed."

The dealer made an effort to refer the salesman to the nearest insane hospital but could not get the words out of his mouth before the visitor added:

"But our specialty is files. Why our files are guaranteed to file anything perfectly. In fact we guarantee them to file the most complicated income tax returns without a mistake."

The dealer made a move to rise and throw the salesman out of the office. Some strange power held him in his chair.

Suddenly the salesman took a running start and dove out the open window, sailing like an airplane over the top of a tall building on the opposite side of the street. As he disappeared from sight the dealer heard a strange rustling sound in the distance. Gradually it came nearer and he heard a voice.

He woke up to find a clerk shaking a batch of income tax blanks before his nose.

LET GEORGE DO IT

Billy: "I am so tired. You know, I am studying for a lawyer."

Milly: "Why don't you let the old thing study for himself?"

Do You Put on Evening Clothes When You Empty Your Ashes?

It's an unusual costume, but the Boston merchant who used the idea in his windows got fine results

ACTION in a window display seldom fails to draw favorable attention, whether the "action" is provided by a human being or some mechanical device. Highly successful results were obtained from an unique display of the former type in the Burditt & Williams Company hardware store in Boston.

The display was a demonstration of ash barrel trucks, ash cans, underground garbage receivers and other household specialties. The feature of the display was the ash barrel truck, a contrivance for mounting and ascending stairs with a full ash barrel.

A man attired in evening clothes provided the "action" for the display by wheeling one of the trucks bearing an ash can up and down a short flight of stairs, as shown in the illustration. The evening clothes were worn by the demonstrator to show that with the aid of the truck a home owner could

handle ash cans without damaging his clothes.

Obviously, the sight of a man in evening clothes wheeling an ash can up and down the stairs aroused the curiosity of passers-by. The store is located in a rather congested business section of the city and the crowds of people who



This isn't a wax figure. It's a real man in evening clothes. Wouldn't it make you think?

gathered blocked the sidewalks, and occasionally extended into the street.

After showing for a minute or two how the truck worked, the demonstrator would go to the front of the window and hold up one after another a series of cards describing the truck and the other household specialties shown in the window.

In 10 days more than 50 trucks were sold. At the same time many orders were received for the ash cans, garbage receivers and other specialties which were shown in the window.

Made the Sales

The unique display, in the opinion of Joseph H. Williams, of the firm conducting the store, can be credited with practically all of these sales, as well as with the lining up of many prospects who will undoubtedly purchase trucks or some of the other specialties later. He said that never had the store, which is one of Boston's old and well known retail hardware establishments, had a window that attracted more attention. Both he and the manufacturer, who co-operated with the firm in arranging the display, were very well satisfied with the results that they obtained.

Many people who did not buy any of the articles displayed and were not in the market for any took the trouble to go into the store and make favorable comment on the display. Accordingly, the exhibit also brought considerable favorable publicity to the store.

THE OLD, OLD SONG

She sang quite perfectly, but her favorite song was called "Falling Dew," and her father couldn't stand it. He said it reminded him of the rent.

How Do You Judge a Salesman?

"**M**OST salesmen are judged by their first call," said Gordon K. MacEdward, sales manager of Walker & Co., Detroit, recently. "If they talk much of their own business and little or none of the prospect's business, they are classified as peddlers. If they dwell lengthily on anything not of primary interest to the prospect, they are bores. If they show ignorance of the client's affairs, they are fools.

"The salesman who is well informed about his prospect's business does not make a poor approach nor blunder later on. He often does more in ten minutes than the poorly-informed man can do in as many months. His talk is pithy and to the point, his solicitation effective, though brief, and because it is short he makes more calls per day.

First Impressions Count

"He makes the first impression a good one and is always welcome afterward. There is no wall of distrust or indifference built up to bar him out. The buyer does not escape him with the message of 'In conference' or 'Out of the city.' The prospect opens up freely to such a salesman and gives him every opportunity and often actual help in making the sale.

"The well-informed salesman is armed against practically every objection—particularly the excuse. Buyers seem to be as reluctant to divulge their real reasons for not signing up as they are about giving the contract itself. The prepared salesman kills these false objections as fast as they are offered. When only the real one is finally advanced, he is ready to dispose of it effectively."

Does a Circus in Your Window Help You Sell Hardware?

A freak window display isn't worth while if it only arouses curiosity for a moment. It must help you sell hardware

By R. H. HELLER



DESCRIBE the hardware window display which you remember most vividly. Ask the average man to do it. Ten to one he will start to tell you about the sponge display with the live goldfish in it, or the "hardware millinery" display in which all the hats were made of pans, sink brushes, pot chains, etc. In other words, he will describe what may be called a stunt or freak display.

Ask him the name of the company making the display and very likely he will be uncertain. Usually he will admit that he did not purchase anything shown in the display.

All of us have seen photographs in the trade papers of window displays, the chief feature of which was a collection of ash cans, funnels, feather dusters and a number of other items of hardware so contrived and arranged as to give a grotesque but unmistakable resemblance to a locomotive.

Some Everyday Freaks

Automobiles have also been thus constructed. The present trend of world disarmament policies, if continued, will spoil another favorite display stunt. This is the battleship made from a couple of two-man saws and numerous other items of hardware displayed in every conceivable way except the way in which the manufacturer intended. These are some of the commonest examples of freak displays.

But it is admitted that none of these displays makes any direct sales. Their advocates will tell you of comments and press notices these displays received, and will cite instances where this person or that was reminded to buy an ash can or saw or what not. But they

cannot describe cases where a passer-by was stopped, convinced that he needed a certain article, and induced to enter the store and purchase it, because this type of display doesn't do that.

Where, then, does the value of the stunt window display lie? The value is simply in the amount of favorable publicity which it produces for the store. It is comparable to the "institutional" copy in a magazine or newspaper advertisement. It sells the store to the passer-by. It is a creator of publicity in much the same way as the press agent elevates a celebrity or an enterprise into the limelight.

Stopping Power Isn't Enough

However, the hardware display man should never forget that there is a right and a wrong way to make a freak or stunt display. It is comparatively easy to make a display which will have great "stopping power" and sustain very little interest. A stunt display may stop you and hold your interest for a moment, but then you pass on, having received no tangible impression which will cause

you to remember the store. Stopping the passer-by is only a part of the work of window displays.

The "ash can automobile" will leave in the mind of the beholder a confused impression of a jumbled mass of hardware with, perhaps, some admiration for the skill of the display man who created it; but unless there has been developed in the display some means whereby the store name in indelibly connected with that particular display, it is a dismal failure. Unless supported by some such tie-up, the stunt window is not worth the time it takes to prepare it.

Putting a live turkey in the window before Thanksgiving will *not* sell carving sets. Neither will it serve to impress your store name

SUGGESTIONS FOR FREAK DISPLAYS

1. No matter what you are displaying, be sure that any resultant publicity will advertise your particular store and its merchandise. Ask yourself: "Is this display inseparably tied up with my store or could it be used unchanged by a competitor?"

2. If your stunt is simply to attract attention to a regular display of merchandise, be sure that it is not too attractive. "Attract but do not hypnotize."

3. Use stunt displays judiciously. Remember that too frequent use of them will spoil their effectiveness. Develop a good "change of pace."

upon the public, even though every schoolboy in town gathers about the display and flings his cap against the glass to make the turkey gobble. The chances are that the local grocer has a window full of live birds also.

But if, in connection with your live turkey display, you run a contest, offering as a prize a carving set to the one guessing the gobbler's weight, with a sign in the window, "Come in and get a con-

(Continued on page 87)



A stunt window with an excellent tie-up with the merchandise displayed. The signs are painted on paper cut out to represent clothes on a line

Live-Wire Henry on Customers Who Order by Mail and Phone

Son was tempted to forget that folks who order by mail or telephone might be human enough to expect service, but the old-timer reminded him

By Bernard G. Priestley

Illustrated by Tony Sarg



DEAR SON:—Bet you figure the subject of this letter is too far-fetched. Sort of feel like saying, "How is anyone even going to get customers if they don't come to his door, never mind keep them?" I refer to mail and telephone order customers. All live stores do considerable mail and telephone order business nowadays.

A good motto in dealing with mail and telephone customers is: "Shop for others as you would have them shop for you." In other words, give them prompt, efficient, personalized service. Putting it off won't do—make it snappy and keep it that way.

When a person orders by mail you can get a very good impression of what sort of a person he or she is by examining the handwriting, the stationery, the sort of English used, etc. Imagine yourself to be that person for the time being and in filling the order make very strenuous efforts to give that person exactly what he or she desires.

Of course it will take longer to

fill orders if you or your sales-people give the best personal attention to them, but this method will keep your customers loyal, and, equally important, develop new ones. The method employed by some stores of filling mail orders in any old way—going at the task with the enthusiasm of a mosquito being driven out of your bedroom—is equivalent to writing letters to customers inviting them to trade elsewhere. And it will bring the same results.

Because a person is not standing over you when you're picking out the articles ordered is no reason for feeling that that person will be satisfied more easily than the one who comes to the store to buy.

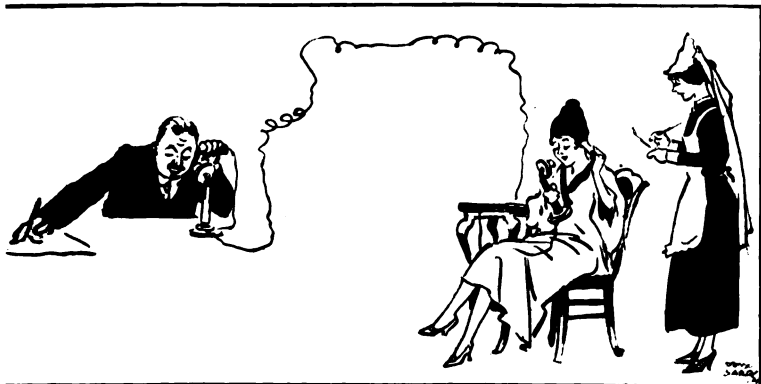
Hesitate before substituting on mail orders. If you haven't in stock precisely what the customer wants, it is generally best to query by mail as to whether the customer desires the nearest thing to it or prefers to wait until the arrival of the article that is exactly what is desired. It pays to sell something "just as good"—oh yes



A very good impression of what sort of person he or she is

it only pays your competitors. Carry out the same personal selection plan in dealing with telephone order customers. You'll be surprised how, with a little practice, you can judge what sort of a person is at the other end of the wire by the voice and characteristics of speech. And if you find

man as a fat man is from a bird seed. They think it doesn't matter whether the order is filled that day, a week hence or "when you get good and ready." The mail or telephone customer desires service as quick or quicker than the one who comes personally to the store. You wouldn't think of making a



The telephone buyer is going to get quick service, like the party coming in person, or she'll fly to some other roost

you haven't in stock exactly what the customer ordered ask for further directions by phone.

As I've said before, the customer likes to feel HE is making the decision as to what he will buy. He resents substitution in ninety-nine cases out of a hundred unless he has been consulted in the matter.

Can you blame him? Like to have tea served you when you order coffee? Kind of ruffs up your fur, doesn't it? But the tea may serve the purpose as well as the coffee. It's just as good. It's the idea of having a substitution made without your consent that gets you.

A lot of storekeepers seem to have fooled themselves into believing that a person who orders by mail or telephone is as different from Mr. and Mrs. Average Hu-

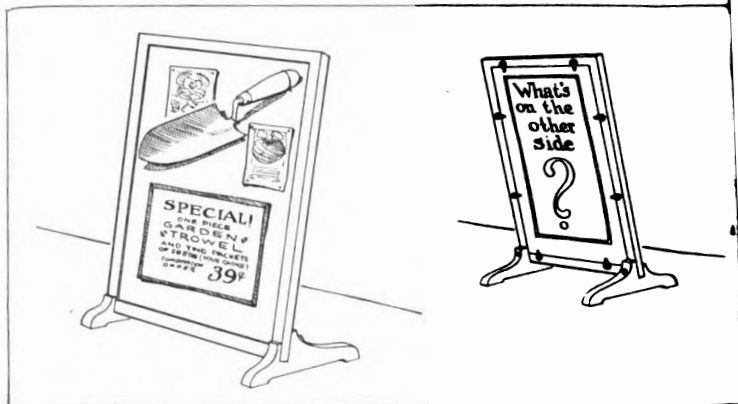
customer who comes into the store wait there two or three weeks for an order to be filled, would you?

The merchant who is succeeding in developing his mail and telephone business steadily fills these orders as soon as possible—on the same day they are received unless unusual circumstances prevent.

Mail and telephone customers order goods because they desire to use them, not for the sport of it. You can't expect them to be any better waiters than the person who shops personally. If they loved waiting they would not order the goods, for they'd never get around to it.

When an article sent in response to a mail or telephone order is returned because the customer found it unsatisfactory, don't get peeved

(Continued on page 80)



In most display stands only the front works. In this stand the back also does its share

Display Stand That Gets Two Chances to Make Sales

THE importance of a counter display becomes apparent when it is realized that it is the last link in the chain of distribution from the manufacturer to the consumer. The counter display stands, silent but effective, in its strategic position in the store and oftentimes furnishes the final necessary impulse that completes the sale.

Manufacturers have long realized the value of good counter displays. There is constant rivalry in furnishing the dealer with these sales helps.

However, the progressive hardware dealer does not wait for a manufacturer to send him a counter display that will move the goods. He takes a leaf from the druggist's book and arranges the merchandise on the counter or show case in a way that compels sales.

The illustration shows a home-made counter display that has been used to good advantage by a number of hardware stores in the east. The display consists of a panel of

wallboard held in a frame like a picture frame. This frame is of oak and should not stand over 18 inches high. It is held in two notched legs or cleats by screws as shown. The wallboard panel can be painted or covered with cloth or paper.

Samples and price cards can be tacked or wired on the panel. The panel is held in the frame by little buttons which allow it to be removed from the frame.

A dealer who used this type of display on some tables in the center aisle of his store noticed that the backs of the panels presented a rather uninviting appearance from the rear of the store.

He therefore had show cards made to fit in the backs of the panels as shown in the illustration. These were painted with a big question mark and asked the question: "What's on the other side?" This was found to be very effective in getting attention to the displays. Often customers who walked down the store without glancing at the displays, saw the question marks when they turned and, in many cases, looked to see what was on the other side.

Ten Dollars Every Month for the Best Hardware Store Idea

GOOD HARDWARE invites merchants and clerks to send in letters telling about any original ideas their stores have worked out in displaying or selling merchandise

IF a reporter from GOOD HARDWARE were to drop into your store and ask you whether there was anything unusual or particularly interesting about it, the chances are you would say, "No, we just do a regular business in pretty much the usual way. Nothing odd or interesting about our store."

And yet, if you really stopped to think about it, stopped and took a good hard look around your own store, you might find that, come to think about it, that rack the boss rigged up out of gas pipe to hold lawn mowers *was* a pretty good idea, or maybe the plan of keeping nails up with the paints (which helped the sale of both these things in your store) was a pretty keen hunch, or perhaps that stunt which Henry figured out for handling rope was a brand new kink.

Almost every store has something about it that makes it different from other stores, whether it be the difference in the entire arrangement of the stock or only some little idea for making things handy. There are some 50,000 hardware stores in these United States and yet no two are alike. Each one has its own method of displaying and handling its goods. And the strange thing about it all is that the merchant himself and his clerks hardly ever think much about it. They're too close to it, perhaps. Yet just those little differences are what give a store individuality. They're the first things, for instance, that another hardware man, visiting your store, could see and comment on.

You can get ideas from your visitors' comments. Most men make their own decisions to some degree by the comments and decisions of others. When they're in doubt they wait until they hear what Friend Wife thinks about it. That's the purpose of GOOD HARDWARE'S Idea Department. It's to give the Californian a glimpse of the New England idea and to show the dealer on the Great Lakes how

the North Carolina merchant makes things hum.

The readers of GOOD HARDWARE are all hardware folk, just like you. They will be interested in hearing about any little stunt that you have worked out in your store.

Therefore the Editor of GOOD HARDWARE invites every hardware merchant and clerk to write him a letter about something interesting in his store—whether it's a way of handling his deliveries or how he devised a home-made broom-rack, or the way he put on a sale of washing machines, or a unique window display, or an unusual stock arrangement, or what he did to keep the store cool in summer or hot in winter, or how he built up a big trade in plumbers' supplies.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address IDEA EDITOR, GOOD HARDWARE, 709 Sixth Avenue, New York City.

Seven Hundred Files Replaced By 51 —and the Change Paid

How a retailer profited when a manufacturer who found that 90% of his sales came from 12% of his products, cut his line



FILES always have been files to the average hardware retailer. He bought them for years very much as he bought shovels or galvanized buckets—so many dozen of this style and size and so many dozen of that. He tried, apparently, to meet every file demand of his customers. It was his plan to stock virtually every size of every pattern his trade was in the habit of buying—no matter what the demand was.

Good merchandising on the face of it! But a recent investigation, which covered extensive study and research, revealed the fact that 90% of the retail hardware sales of files were made in less than sixty particular sizes and styles!

In other words, the investigation showed that the average hardware retailer was stocking his shelves, sometimes with hundreds of different kinds of files, in face of an active demand that moved only a small percentage of the wanted kinds with any degree of consistency. In the catalog of one manufacturer alone were nearly 700 different file items and there were retailers, the inquiry showed who had in stock many of the files listed.

Manufacturers had long ago sensed the demand for conservation in the file business and it was this conviction that led to the nation-wide investigation which unearthed what is declared to be a startling situation in this branch of the hardware retail trade.

Jobbers Aid Investigation

All told, about one hundred important jobbers co-operated with the investigators in this inquiry. These jobbers, who had their fingers on the pulse of the retail trade, went out of their way, in most instances, to furnish the file information wanted, because they were thoroughly in sympathy with the idea of conservation—a co-operative sympathy developed when a manufacturer some years ago voluntarily cut from his line 1,300 items, other than files, for which it was found there was not suffi-

cient demand to influence rapid turnover.

This manufacturer's investigators obtained from the jobbers actual sales figures and individual records which showed exactly how each size and style of file on the market was moving from the shelves of the retailer. In this way they learned the extent of the dealers' so-called "dead" stock, and got records of the volume of sales in the type of files that were being moved from the counter in an active way.

"Give 'Em What They Need!"

These figures proved that there was need for an immediate revolution in the methods of file-selling—that the attitude of many dealers in "giving the trade what it wanted" should be changed to a far better policy that of "giving the trade what it needs."

Based on the investigation, this story began by inaugurating a line of 52 items in files. It has been necessary to add only a few other numbers to this line to make it complete, from the standpoint of the average file user.

Salesmen then went to the hardware jobbing trade and merchandised the new file line on the basis of the 55 different sizes and styles of files would fit every need of the average file user. In other words, the 55 files would take care of all the file work done anywhere by the hundreds of other files the retailer had in stock.

The jobber was receptive. So was the dealer. If 55 files met every consumer need, why stock any additional styles and sizes?

In hand saw files the conservation developed a line of three files that, it was announced, would do all the

work of 36 different patterns the dealer had been in the habit of "stocking." Investigation had shown that the average dealer's stock of hand saw files had run anywhere from 24 to 36 dozen of nearly 3 dozen sizes and styles, some differing in size only a fraction of an inch.

Three special saw files were designed to take the place and do the work of the three dozen patterns and sizes usually offered to the dealer.

By replacing the 36 styles and sizes of taper files with three files, the investment required of the hardware retailer to keep a mini-

mum stock of files on his shelves was cut down to less than half. This meant for the retailer more rapid turnover and consequent increased profits.

Salesmen calling on jobbers with the new file line explained the advantages of the conservation policy.

Jobbers' salesmen found the hardware dealer usually "up to his neck" in file troubles and many of them no more able to figure

accurately how many files they had in stock than they could tell how many tenpenny nails they had.

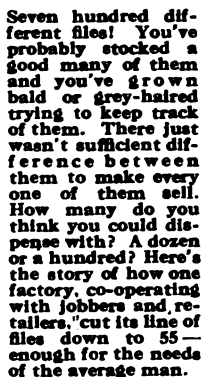
Salesmen found the dealers doubly interested in the new file policy when the dealer was shown a plan of consumer advertising, a distinctive innovation in the nature of sales helps so far as file selling was concerned.

The Reduced Assortment

This consisted of twelve dozen hand saw files, assorted in three sizes, and packed in a carton for display on the retailer's counter. In the carton the file edges were protected by a specially designed grooved cardboard. One file fits into each groove and each file is separate. This carton does away with the possibility of the files rubbing against each other and damaging the file edges.

A dealer in Kansas had a carton on his counter. A customer of the dealer—a carpenter—bought one of the files. He had been attracted by the counter carton.

(Continued on page 82)

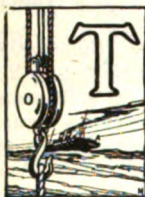


Seven hundred different files! You've probably stocked a good many of them and you've grown bald or grey-haired trying to keep track of them. There just wasn't sufficient difference between them to make every one of them sell. How many do you think you could dispense with? A dozen or a hundred? Here's the story of how one factory, co-operating with jobbers and retailers, cut its line of files down to 55—enough for the needs of the average man.

George Washington Picked the Site of This Hardware Store

Then Bill Ernst opened his new store on it so that he could keep an eye on hardware buyers

By W. T. Whitehead



HERE is a jingle about an old fellow named Bill living on the top of a hill. Newburgh, N. Y., has a new hardware merchant named Bill, last name Ernst, who decided to locate a hardware store at the top of a hill and who is doing exceedingly well as a result. Newburgh is a city that is built on three large terraces, which is probably one of the reasons why George Washington chose Newburgh as his Hudson River headquarters. On the lower terrace, along the West shore of the Hudson River, he could keep a watch for naval attacks; on the second terrace he drilled and camped his army. On the third terrace he burned beacons to signal his armies below.

What has all this to do with William C. Ernst putting a hardware store on the top of a hill? Only this: The aforementioned William C. Ernst was just as much interested in the movements of hardware buyers as George Washington was in the movement of the Continental Army troops.

He Counted Before Locating

When Mr. Ernst was mixed up in farming he learned to his sorrow that to buy farm implements it was necessary for him to drive all the way down-town and into Newburgh's narrow streets to buy what he wanted. This, from the farmer's point of view, was aggravating enough. When Mr. Ernst retired from farming and began casting about for a congenial business, he made it a point to stand at the pinnacle of the third terrace in Newburgh on Saturday evenings, and sort of keep tabs on the suburbanites who walked home with rakes, spades, garden forks, hoes, etc. On the first evening of his tabbing he counted nine rakes, six hoes, eleven garden forks, five spades and one

coil of garden hose. He wondered why it was the buyers hadn't ordered them delivered.

Being curious on this point, he asked one man with whom he was acquainted: "Why do you carry that garden fork, Jim; they'll deliver it for you, won't they?" And Jim gave the whole works away in his reply, which was: "Sure, but they'll deliver it on Monday. This is Saturday. By having the fork on hand tomorrow morning I can go out and fix up my back yard before anybody is up. I never thought of it until I was passing a hardware store tonight, and seeing forks in the window I remembered I needed one, and here it is."

Accessibility Decides Bill

"I asked the clerk if I couldn't have it delivered. He said yes, that it would be up first thing Monday morning; but I wanted to use it tomorrow morning so I brought it along. The only thing I don't like about this Saturday night buying of garden forks is that I have to carry things up all these hills."

Right there Jim had decided for Mr. Ernst what sort of a "con-

genial business" he would go into. If this man had wanted his hardware for use the next day, many of the others probably wanted garden tools in as great a hurry.

After a bit more investigation Mr. Ernst was satisfied that a hardware store a mile or so west of the nearest one down-town would pay. He purchased—not rented—the building at 196 Broadway, which is midway in the third terrace.

He has put in effect numerous little plans for the convenience and accommodation of his customers, one of which is cutting weather-stripping in lengths desired by customers. There is a standing rule in most of the Newburgh hardware stores that weather-stripping will not be cut under any conditions for anybody. Too much cutting has allowed remnants to accumulate, and remnants represent the profit in the stripping.

Mr. Ernst figured the thing out to his own satisfaction, and arrived at the conclusion that the remnants were probably allowed to accumulate as a result of clerks being too careless to measure all the short pieces in the corners or in the racks, when short strips were called for. It was no doubt easier to pull out a full length and cut the ordered piece from it than to look among the remnants for one of the length desired, or one a little bit longer.

When he does accumulate remnants which are a trifle short of fitting the standard window or door, Mr. Ernst engages his

weather-stripping customers in talks on hot and cold air. "Have you ever given a thought to those small attic windows? No doubt you know, but are overlooking the fact that cold air is heavier than warm air and goes down." "That's right. I hadn't thought of that. You had better give me enough of those short strips to seal two windows. I don't know their size, but they're in the garret. Nobody will see the pieced-work." Zip! There go the remnants.

True, it's only a little thing, but it's the little things assembled that make big things. According to one engineer, who just for "the fun of it" figured the thing out, there are approximately 21 million little stones in the concrete in only one of the Panama Canal locks.

Asked if he liked being on a hill, Mr. Ernst replied: "If I had the choice of being a hardware merchant on a hill and a hardware merchant in a hole, I think I'd rather be on the hill."



More convenient than beautiful: the owner picked this spot by watching traffic

A Great National Cooperative Campaign to Help You Sell More Electric Vacuum Cleaners

Here is the plain story of the "*Banish Dirt and Dust*" drive, now actively under way—the first national sales and advertising movement ever undertaken by a group of electrical manufacturers—a concerted effort in the interest of more electric vacuum cleaner sales for 1922.

HE manufacturers whose names appear below realize full well that their success is linked fast with that of yours.

They appreciate your problems in meeting and overcoming the keen competition of today.

They know that the times call for every extra pound of pressure you can put behind your business.

And this cooperative campaign is simply *their* "extra pound of pressure" to help you increase *your* sales.

From Portland, Me., to Portland, Ore., housewives are going to be sold on the idea of cleaning electri-

cally the vacuum way, by this cooperative drive.

At the same time each manufacturer will in no way diminish his individual sales and advertising effort in behalf of *his dealers and his product*.

The "*BANISH DIRT AND DUST*" drive will *sell the idea*—it is, of course, up to you to sell *your* particular cleaner locally. *NEARLY fifty great metropolitan Sunday and daily newspapers* will repeatedly carry the message of electric cleaning to 37,000,000 readers in practically every wired home in America.

Advance proofs of each advertisement, with the date of insertion in papers reaching your community, will be sent you by your manufacturer.

Display them in your store, and in your windows. Use the slogan trade-mark, "*BANISH DIRT AND DUST THE ELECTRIC CLEANER WAY*" in your local advertising. Couple up your own selling and advertising efforts with this movement. You will benefit accordingly.

These Manufacturers, 98% of the Entire Industry, Are Associated In This Campaign

AIR-WAY—Air-Way Electric Appliance Corp., Toledo, Ohio.

APEX—Apex Electrical Distributing Co., Cleveland, Ohio.

BEE-VAC—Birtman Electric Co., Chicago, Illinois.

CADILLAC—Clements Mfg. Company, Chicago, Illinois.

THE PREMIER—Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio.

EUREKA—Eureka Vacuum Cleaner Co., Detroit, Michigan.

ROYAL—The P. A. Geler Co., Cleveland, Ohio.

HAMILTON-BEACH—Hamilton Beach Mfg. Co., Racine, Wisconsin

THE HOOVER—The Hoover Suction Sweeper Co., North Canton, Ohio.

AIRPLANE—The Hugro Manufacturing Company, Warsaw, Ind.

RAYVAC—Ramey Manufacturing Co., Columbus, Ohio.

THE REGINA—The Regina Co., Rahway, N. J.

SPENCER—Spencer-Turbine Cleaner Co., Hartford, Conn.

STURTEVANT—B. F. Sturtevant Company, Boston, Mass.

OHIO-TUEC—The United Electric Company, Canton, Ohio.

SWEEPER-VAC—M. S. Wright Company, Worcester, Mass.

Say you saw it in *GOOD HARDWARE*



The above insignia will appear on every advertisement of our big National Campaign.

Dealers handling vacuum cleaners manufactured by any of the manufacturers listed below can secure this insignia in electrotpe form for their own advertising.

This is an indication to the public that your store sells reliable vacuum cleaners as featured in the national advertising reaching over thirty-even million readers each month.

Write your manufacturer for proof sheets, electrotypes, and other store display material. Tie your store to this big National Campaign.

The advertising of the Vacuum Cleaner Manufacturers' Association will be read by over 37,000,000 people in the important Sunday newspapers all across the country.

These Great Sunday Newspapers Will Carry the Campaign in 1922

NEWSPAPER	Circulation
BOSTON HERALD.....	112,649
BOSTON POST.....	432,949
PROVIDENCE JOURNAL.....	51,737
SPRINGFIELD (Mass.) UNION.....	55,753
HARTFORD COURANT.....	41,571
WORCESTER TELEGRAM.....	41,562
NEW YORK TIMES.....	505,023
NEW YORK WORLD.....	621,341
NEW YORK HERALD.....	209,842
ROCHESTER DEMOCRAT-CHRONICLE.....	63,032
BUFFALO COURIER.....	117,634
SYRACUSE HERALD.....	76,937
ALBANY KNICKERBOCKER PRESS.....	46,830
PHILADELPHIA ENQUIRER.....	362,500
PHILADELPHIA LEDGER.....	214,577
PITTSBURGH PRESS.....	152,922
WASHINGTON STAR.....	89,675
BALTIMORE SUN.....	145,946
ATLANTA JOURNAL.....	81,431
BIRMINGHAM NEWS.....	59,476
NEW ORLEANS PICAYUNE.....	90,978
LOUISVILLE COURIER-JOURNAL.....	59,922
CLEVELAND PLAIN DEALER.....	215,976

NEWSPAPER	Circulation
CINCINNATI ENQUIRER.....	140,000
COLUMBUS DISPATCH.....	76,147
DAYTON JOURNAL.....	39,405
DETROIT FREE PRESS.....	161,244
INDIANAPOLIS STAR.....	116,244
CHICAGO TRIBUNE.....	787,952
MILWAUKEE DAILY JOURNAL.....	112,736
DES MOINES REGISTER.....	92,761
MINNEAPOLIS TRIBUNE.....	130,789
ST. PAUL PIONEER PRESS.....	128,000
OMAHA WORLD-HERALD.....	66,804
SEATTLE TIMES.....	90,231
PORTLAND OREGONIAN.....	97,111
SALT LAKE CITY TRIBUNE.....	71,271
KANSAS CITY STAR.....	223,260
ST. LOUIS POST-DESPATCH.....	353,369
LOS ANGELES TIMES.....	142,118
SAN FRANCISCO EXAMINER.....	293,044
DENVER POST.....	165,590
SPOKANE SPOKESMAN REVIEW.....	49,404
DALLAS NEWS.....	94,694
FT. WORTH STAR-TELEGRAM.....	88,644
HOUSTON CHRONICLE.....	58,189
OKLAHOMA CITY OKLAHOMAN.....	67,630

7,496,906

Say you saw it in GOOD HARDWARE

Sell Harder!

Nothing can take the place of Personal Solicitation in making 1922 Your Greatest Paint and Varnish Year

Dealers who are in dead earnest about making 1922 their Greatest Paint and Varnish Year, will put active personal solicitation FIRST on their list of things to do.



Get Out and Sell

Put in a certain number of hours per week in soliciting paint and varnish business outside of the store or shop, even outside the town. A ride through surrounding country will disclose nine unpainted barns in every ten. Implements will be seen rusting and rotting on almost every farm. The alert salesman on the ground will have the help of every silo, every fence, every house, in selling their owners surface protection. The outside salesman has a great advantage in that he can see the surfaces that need protecting and point them out. House to house, factory to factory, store to store canvassing for paint and varnish pays. And it starts the painting habit—one job always leads to another.

Sell by 'Phone

If you're not using your telephone for selling, as well as for taking orders, you are not half using it. Take your telephone directory. Every name in it is good for paint and varnish. Start with the A's. Call a certain number of people every day.

Keep a card system of the results. "Central" will put you in touch with folks living ten minutes walk from your place of business or ten miles out in the country. A 'phone conversation is almost as good as a personal visit. In cases where you

have opened up leads on the ground, or by mail, a 'phone call often lands the order or the job. As a business getter, the telephone is a real help. Make yourself sell harder for you.

Sell by Mail

First get up a mailing list of good paint prospects if you haven't one now, and keep it up to date. Circularize this list often enough to make it pay. Make your letters personal. Use all the good suggestions and selling helps supplied to you by manufacturers, and do it systematically. Sell surface protection, and you will sell more paint and varnish. Your customer is not nearly so much interested in your proposition as he is in his own. When you talk paint and varnish, you are talking YOUR business. When you talk surface protection, you are talking HIS PROPERTY.

* * *

If you vigorously carry out these few suggestions, you will surely make 1922 your Greatest Paint and Varnish Year

SAVE THE SURFACE CAMPAIGN

507 The Bourse Philadelphia, Pa.

Make 1922 the Greatest Paint and Varnish year

Save the surface and you save all Paint & Varnish

Save you saw it in GOOD HARDWARE

Unusual Display Case For Paint Brushes

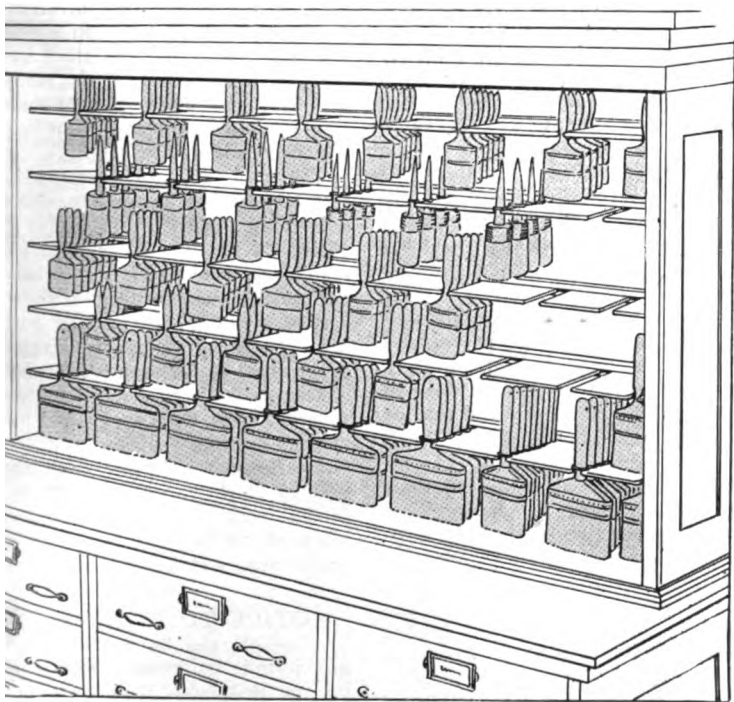
HERE are a number of ways to display and stock paint brushes. They can be carried in drawers with a sample fastened to the drawer front. Another method is to sample them on a hinged panel behind which the stock is kept. Paint brushes have often been carried in a show case with trays or boxes on the shelves for holding each size.

The accompanying illustration shows how a paint company adapted a wall display case to hold a stock of brushes. As the case was originally made, it contained adjustable shelves and was

equipped with two sliding glass doors. The adjustable shelves were removed and replaced with shelves of thin wood. These shelves were slotted at proper intervals to hold the handles of the paint brushes. The slots were made just wide enough to permit the slender part of the brush handles to slide in them.

As the shelves are from twelve to fourteen inches wide from front to back, a considerable stock of a size of brush can be carried in each slot. The condition of the stock can be seen at a glance and when a slot is nearly empty it can be refilled from surplus stock.

Brushes that have plain tapered handles or handles shaped so that



This brush case keeps stock in good condition, makes a good display and simplifies stock recording

they will not hang in the slot can be easily fixed by sliding rubber hose washers over the handles. These washers are removed when a brush is sold and can be used again.

This type of case will keep paint brushes in excellent condition. The bristles of all brushes hang straight down, thus keeping their shape. Also, no dust can settle on the brush and sift down into the bristles. Although not shown in the illustration, the case is fitted with sliding glass doors. With the case closed in this manner, a little camphor in the bottom of the case will keep out the destructive moths. In a very dry locality humidifiers such as are used in cigar cases, can be used to keep the air in the case moist.

Exhibits Articles in Use to Make Them Sell

TO exhibit articles in their actual use has helped a Connecticut hardware dealer to create advertising sales. While he can not follow out this plan with the display of all his articles, he does it occasionally to good effect.

For example, he recently displayed a number of galvanized iron pails, but instead of merely placing them in the window in the usual fashion, he had two or three of them filled with actual ashes and a sign was included calling attention to their extra large size, suggesting how appropriate they were for carrying furnace ashes.

In displaying a window of jack-knives he had some of the knives opened and the blades inserted in sticks of wood to illustrate their keenness.

Another time he exhibited hatchets and created a good response by including a miniature

automobile of the toy variety before which he placed a small tree as an obstacle blocking the road of the automobile. Several hatchets were displayed around the tree with a suggestion that every motorist should carry one as a helpful article when touring in the mountains and elsewhere.

Wire Will Not Tangle On This Display Rack

THE problem of wastage of electric wire, as a result of tangling and spoilage, has been solved by Lou Gray, a hardware dealer of the Fordham section of New York City.

Wire kept in drawers means tangled and injured wire—usually difficult to handle, and involving much waste. Wound on spools and kept on racks, the stock retains its newness and is easily served to customers. At the same time it makes a display of an item which is usually a nuisance.

The rack is constructed of 1 inch or 1¼ inch gas piping, about 6 feet high, with provision for 8, 16, or 24 spools. A spool and a crank are provided on the back for quickly winding the wire on arrival without tangling or soiling. The spool is then transferred to the front of the rack for display.

The rack occupies only two square feet of floor space, and has proved a money maker for Mr. Gray, through enlarged sales and savings of electrical wire. Placed in the front of his shop it draws attention to his electrical supply department and helps other sales.

NOTICE TO PLUMBERS

A watch, the hands of which go round backward, was exhibited last week in a jeweller's shop in Chicago. Just the sort of present for a plumber to give his assistant.

Whitlock Rope Hoists the Goods of the World

WHEREVER the merchantmen of America discharge or take on their cargoes, there you will find stout Whitlock Manila working with might and main. It is the choice of the sea for it costs no more and lasts longer.

Whitlock will save you money. It is therefore building business throughout the land for wide-awake dealers.

WHITLOCK CORDAGE
THE UTMOST IN ROPE VALUE

WHITLOCK Manila is the rope that is Guaranteed Superior in every respect to U. S. Government Standards.

Every coil now bears our orange and black label—the trade mark of superiority.

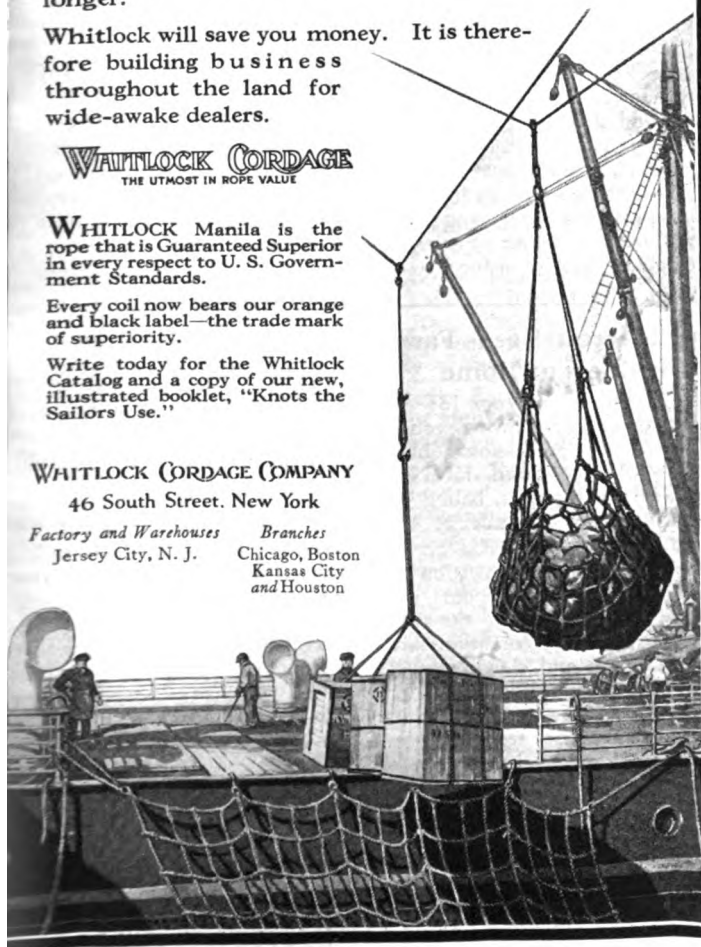
Write today for the Whitlock Catalog and a copy of our new, illustrated booklet, "Knots the Sailors Use."

WHITLOCK CORDAGE COMPANY

46 South Street. New York

Factory and Warehouses
Jersey City, N. J.

Branches
Chicago, Boston
Kansas City
and Houston



Say you saw it in GOOD HARDWARE

Small Town Displays That Take Prizes

(Continued from page 8)

rest. One woman came in yesterday and said, 'I must have nearly a hundred baskets at home but I'd just like to buy one of these. They are so attractive.' And I know she must have nearly a hundred, for I sold her many of them."

All the windows which have really pleased and satisfied him have been carefully planned, diagrammed and worked out beforehand. You will see evidences of this in the accompanying photographs. Note how symmetrical his windows appear. They have novelty and charm but the displays are all based on geometrical lines.

In his farm implement window Mr. Westcott has tied up his merchandise with the advertising propaganda of the Upper Peninsula Development Bureau, using one of

their Cloverland posters as an effective background. See carefully each unit above the picture is arranged. It is accurately placed as though it is the center of the exhibit.

The accompanying illustrations show two of the Swift Company windows. Recall at the beginning of this article the definition of genius, "an infinite capacity for hard work." Each cartridge in this display had to be wired separately to the background. The same thing applies to the autumn leaves and other articles.

Mr. Westcott almost always uses some lighting feature in his windows. Note the electric bulb outlining the shield. It means a lot of overtime work. He says he enjoys the work above everything else. It is a case of a square peg in a square hole. It is not just work. It is also his amusement.

Your Interest Keeps Farm Business at Home

(Continued from page 13)

We live in a hay-growing section and there are professional hay-pressers who go from farm to farm with their outfits, baling up the surplus hay for sale at the market.

Some years ago, the question of weights and measures did not figure very strongly in the hay baling business, but conditions are different today and weights must be accurate and positive.

A couple of farmer partners in such an enterprise were in the store a couple of weeks ago and I overheard a conversation between them in which they were discussing the probability of having an unfriendly neighbor of theirs making trouble for them by reporting a set of scales which were not technically accurate.

They were quite up in the air over the possibility of receiving an unpleasant call from the County Sealer of Weights and Measures with rather disastrous results to their business and their reputation in the neighborhood.

Clearing a Misunderstanding

When they had finished talking I asked them if I might make a suggestion in the matter of scales (since they had made no effort to conceal the nature of their conversation) and I then told them how we were visited at regular intervals by this County official and that we were only too glad to have our own scales and measures checked and sealed by his tests. We wanted everything fair and above-board for our customers.

It developed that these chaps had the wrong attitude and that they thought anyone investigating their obsolete scales was pry-

ICE CREAM WEATHER IS CLOSE AT HAND

*Greater than ever will
be the demand for*

ACME FREEZERS

No other freezer has so many popular features:
Retails at the lowest price.

Made absolutely without gears, and constructed
throughout of best quality, non-rusting metal.

*Two Sizes
Retailing at*

2 qt. heavy tin.....	\$1.25
2 qt. galvanized	\$1.50
4 qt. heavy tin.....	\$2.25
4 qt. galvanized	\$2.50



The Acme Freezer has given
great satisfaction in many house-
holds for 10 to 12 years.

The Acme Freezer produces
pure, velvety ice cream, fine
water ices, frappés, etc., in 5
minutes with half the usual
quantity of ice.

The Acme Freezer is sanitary,
and light and compact enough to
keep handy on the pantry shelf.

The Acme Freezer is fully
guaranteed — and we stand
squarely behind that guarantee.

Acme advertising in leading
women's magazines is being
read by millions of housewives.
That means big profits for the
hardware trade. Get your share.

Order through your jobber

**Ritter
Can & Specialty Co.**

Philadelphia, Pa.

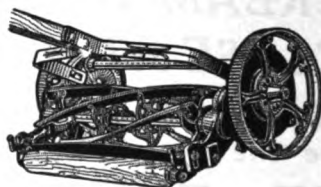
Factory Selling Agents

BEH & CO., 1140 B'way, N. Y.

Say you saw it in GOOD HARDWARE

PENNSYLVANIA

Quality
LAWN MOWERS



Every Pennsylvania Quality dealer should have the new "sales helps" for 1922 between his store and our national advertising.

Adjustable Window Trim 4' 8" to 7' 2" wide
Handsome Raised Letter Metal Art Counter and
Window Sign

Striking Display Poster

Sheet of sales-making Ready-Made Advertisements
Attractive Counter Folders : "The Care of Your Lawn"
and "The Economy of Quality in Lawn Mowers"

Write today for your big package of sales-helps. Tell which of the "Pennsylvania" Quality Line you carry. And give the name and address you want printed on the booklets.

They're all FREE—postage prepaid!



PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

Say you saw it in **GOOD HARDWARE**

into their business. I managed to explain away this mistaken idea and in the end we got their order for an approved set of hay scales; we further agreed to have the County Sealer call at the store and deal with them before they left our possession.

A couple of months ago, a farmer who lives on a back hill road was held up and robbed of his purse and watch while going from his house to the barn one night at milking time.

He put up a fight, but being unarmed his two assailants knocked him down, beat him and succeeded in making their getaway before he could summon his son from the barn.

We heard of it next day and I wrote him a letter about the advisability of his securing a pistol permit and owning a revolver.

Pistols for Outlying Farms

I made this letter as personal as possible without offending his previous lack of attention to this matter of personal protection on a lonely farm and the result was that we sold automatic pistols not only to him and to his son but to other farmers of his locality.

The County Judge before whom they appeared was a friend of ours and as he knew of conditions, we had no difficulty in getting the permits, and in most instances, I appeared with the applicant and signed the papers as witness.

This is another case of recognizing the opportunity for a possible sale and of taking full advantage of it.

A prominent dairy farmer was in the store the other day when a milk inspector happened to drop in to inquire after our sales of a certain dairy brush which he had recommended to us.

The two men got into conversation on the Dairymen's League or some such subject of interest to

all dairy farmers in the State; then the conversation switched to a new and superior sanitary dairy pail.

This pail was so new on the market that we had not seen it listed in any of our catalogs and we had never been asked about it before.

Upon seeing that this farmer was interested in the new pail, I asked the inspector where it could be purchased; he looked in his notebook and mentioned a dairy supply concern in New York City, saying that he knew of no other place where it could be procured, as this firm assembled certain parts of it themselves.

Quotations on New Items

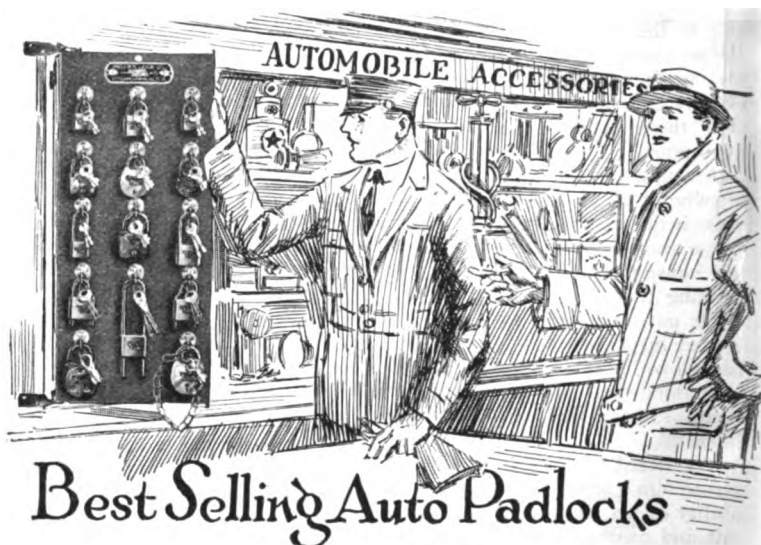
We wrote for quotations and got an order for a half dozen of them from this farmer, although they cost a little more than five dollars each.

If we hadn't followed the thing up right then and there, he might have forgotten about them or have let the matter slide into some distant future which might never have materialized for us.

A little while back, when ice harvest was the all important theme among farmers, we received an inquiry for a make of ice plow which we did not stock, from a farmer living several stations up the line. We wrote to the manufacturer and had him write to the farmer; we did the same, sending him literature and quoting him prices on deliveries right to his station.

He came down to see us and we went over it with him. Before he left, we not only got his order for his own ice plow, but made him a commission proposition covering his town for us, and he has since given us several other orders.

If we had neglected his first inquiry and told him we didn't sell that make of plow and were sorry we couldn't be of service, and so on, why we certainly would have



Best Selling Auto Padlocks

MILLER No. 950 Assortment

Consisting of one and one-sixth doz. selected best selling Miller Padlocks mounted on Steel Display Panel, as shown.

HERE is your most profitable line of Auto Padlocks—attractively displayed on Steel Panel 21" x 9 $\frac{1}{4}$ ". Self-sellers, with a splendid margin.

While most auto accessories are only a convenience to the car owner, dependable padlocks are a necessity—the market for these Miller locks is ready and waiting for you.

Order through your jobber today
—or write us for information.
We furnish valuable Sales Helps
to every Miller Padlock dealer.

MILLER LOCK CO., Philadelphia, Pa., U. S. A.

MILLER PADLOCKS

Say you saw it in GOOD HARDWARE

to this business and would have used up an easy profit on seasonal merchandise.

Here's another true instance of what it was done and how it can be done again.

Farmer John Andrews was one of lamenting the fact that his blacksmith bill was way beyond all reason every month and that all blacksmiths were highway robbers. Now it happens that we cater to the blacksmith trade in our County and have twenty or thirty of them on our lists, so we did not feel like being too zealously with him on a bone of contention.

On the other hand, we told him that it would be very practical for him to have a small blower, forge and anvil in his workshop on the farm, so he could do much of his own repair work.

We showed him a style quite suitable for his use and gave him a good, rock-bottom price on the outfit complete with a set of tools. He took our catalog home and in a day or so called again and left his order and I wish you could now hear his enthusiastic remarks about it. He said we couldn't buy it back at any price, which is the farmer's way of expressing complete satisfaction with an article.

The Commercial Club Auction

About the best system I know of for helping keep farm trade at home, where it rightly belongs, is the system adopted a few years ago by the Hiawatha (Kansas) Commercial Club. One of the farmer's greatest difficulties is selling his products, profitably, so this Commercial Club helps him develop a market. It doesn't do it because it loves the farmer particularly: it does it because it's good business.

The way it works out is simple enough. It holds auction sales in town from two to four times a month. By advertising these sales,

the Club assures the farmer of a big enough audience of bidders to make it worth his while to bring his produce to town. The profit comes to the town because the farmers do their buying while they are there.

Anything that the farmer has is sold at these auctions, the expense of which is covered by the small fee charged for sales made. At the beginning there were losses which were met by the Commercial Club. Now, however, the sales are self-supporting. The fees, I understand, are \$1.50 for horses, 2 per cent. for cattle, 3 per cent. for hogs and sheep and 5 per cent. for poultry and other articles.

If the owner of the goods put up for sale is dissatisfied with the price he receives he may redeem his property, but he must do so immediately after it is knocked down to the highest bidder. In such cases he must pay the regular fee and an additional 1 per cent. of the price offered.

Helping Prospects Helps You

The success of this system of helping yourself by helping your prospective customers is evidenced by the fact that the sales draw farmers from thirty miles away.

And so it goes, for many a farmer who visits our store and yours this spring is a potential customer for farm hardware—plows, clipping machines, emery wheels, fencing, paint, milk coolers, cream separators, feed grinders, pumps and a whole long list of utensils and implements with which you are just as familiar as we are.

The "how" in landing these sales and in keeping trade at home so often lies in a live and friendly interest toward the needs of the farmer that it behooves us never to neglect an opportunity which flits our way, even though disguised a thousandfold by a seeming remoteness of profit.



Increased Our Business Fully 30 per cent

ROBERT R. DEAN, a hardware dealer at Alden, Penn., writes, "We are immensely pleased with our American Visible Pump and find it has increased our business fully 30%." Another dealer says, "It is a great producer of business and satisfied customers." There are two outstanding reasons why the hardware dealer's business is increased by installing the

American Visible Curb Pump

It brings motorists to your door for gasoline and gives you the best possible opportunity to sell them other goods.

And the American Visible is the ONE pump motorists PREFER to buy gas from, because it SHOWS QUANTITY and QUALITY of purchase before delivery.

One dealer who operates an American Visible and a "blind" pump, writes, "Your pump sells 75 per cent of the business."

The protected glass container at top of pump shows purchaser EXACT amount of his purchase. He is assured FULL MEASURE and a SQUARE DEAL.

Thousands of American Visibles are in use all over the country. They are INCREASING THE SALES of their users. The American Visible will BRING the trade of motorists TO YOUR DOOR.

Write us for full information, prices and proofs of our claims.

The American Oil Pump & Tank Co.

1151 Findlay Street, Cincinnati, O.

The "American" line includes a wide variety of gasoline outfits—both visible and non-visible, also lubricating oil, kerosene and paint oil equipment.



PUMP 204-V
Inspected and
passed by
Underwriter's
Laboratories
and bears the
Underwriter's
Label



AMERICAN
VISIBLE
CONTAINER
For other
makes of
pumps fur-
nished com-
plete.



Model A
Pump with
Filter
Meter Etc.



Cut 21
Portable
Gasoline
Outfit



Cut 12
Battery
Outfit

Cut 35
Lubri-
cating
Oil
Outfit



Cut 32
Curb
Pump



Say you saw it in GOOD HARDWARE

The Treasure in the Street

(Continued from page 24)

by nose as though I'd stolen her powder dudad! She's a lemon! Like her boss, but dang me if every time I go in there to spend dime I want her to look at me as though I was a piece of window glass! I'm done!"

"Sure you are," nodded Page. You may trade there again, Eli, but not if you can help it. Now how many other people go out of Unitt's store feeling much the same as you do? Lots of 'em! That girl picks mighty few favorites. I can't feel sorry for her—and I can't feel very sorry for Unitt. You see it's *Unitt's* dollars that are invested—and he's asleep at the switch! If you touch a hot stove you jerk your finger away—quick. If a raw collar chafes your neck you throw it away. If your feelings are hurt by a supercilious or indifferent clerk you naturally keep away from his vicinity—and that means the hotel—or the drug store or *my hardware store!* And who cares? Perkins and Unitt and Jim Page! The fellow who has his money invested doesn't deserve much sympathy when he closes his eyes that way and by blindly tolerating menaces of that sort simply throws his hard earned dough in the air, smiles foolishly and invitingly announces, 'Heads you win, tails I lose!' He's simply attempting to commit commercial suicide—and in the end he'll succeed."

George Martin spoke up, "You're certainly right, Mr. Page. A fellow just can't be too polite and I always try to remember it—especially with the ladies. I always say 'Good Morning' to 'em when they come in. Yes sir, it sure pays." George was a little rosy at quite satisfied with himself and his declaration of principles. Jim Page smiled as he reached

for his little pile of slips. "Now that brings us down to cases. I have here some notations I made at various times while you boys were waiting on trade. This first little dope sheet tells me that last Thursday morning at ten o'clock, while Eli and Herman were waiting on customers in the rear of the store, Mrs. Hamilton and little Dorothy Lancaster were standing in front, looking as though they felt that they were intruding!"

Page paused and looked inquiringly at George. George bristled but flushed as Eli and Herman grinned openly.

"Why, Mr. Page," George explained, "I remember 'em being there, but if you recall I was waiting on Fred Horton at the time. Yes sir, he bought a lock and some paint," he finished triumphantly.

Page agreed—but there was no smile of good humor in evidence now. "It's a fact, George, you did have a customer, but that was no reason why you couldn't have nodded pleasantly and said 'Good morning, Mrs. Hamilton.' Not just, 'Good morning,' but, 'Good morning, *Mrs. Hamilton.*' See my point? The customer has then been greeted pleasantly and the mention of her name is evidence that you know or remember her. And that harmless bit of natural vanity is not confined by any manner of means to the feminine gender. We men are in reality greater sticklers over our mighty human little pride than the women folks. You see? You are really catering to their vanity, but in a very decent and permissible fashion.

"And the little youngster: for her, George, a cheery 'Good morning, Dorothy,' would have been the grandest thing in the world. It would have made her wriggle—and she buys things for her mother every now and then! See?"

George was considerably crest-fallen but he toed the mark manfully. "Yes, sir, Mr. Page, I could have done that," and after a moment, "I should have done it. I can't see why I didn't."

Page didn't prolong the ordeal for George but selected another slip. He transfixed Herman with an accusing forefinger: "Herman, yesterday afternoon, at four-eighteen, to be exact, a neatly dressed stranger entered and deposited his club bag in the middle of the floor. You stumbled over it and dropped a scoop full of nails on the floor. Your involuntary acrobatics coupled with the spilled nails went to your head, Herman, and you did something for which I, as your employer, can find no excuse whatever. Also you forcefully mentioned a word which would much better have been left unsaid.

"The thing you did was to grab the bag and ill-temperedly throw it over against the counter. The word you used was 'damn.' Both were bad breaks. The gentleman was greatly embarrassed but apologized, picked up his bag and left. Have I got it right, Herman?"

Easy going Herman was inclined to explain. "Yes, you got it straight enough, Mr. Page, but why in the dickens should that darn traveling-man set his bag in the middle of the floor? Those fellows think they're too darn smart anyway! They think they own the——"

Herman's denunciation was halted by Page's interruption: "Wait a minute here, please! W-a-i-t, just a minute while I tell *you* a thing or two! First, don't get any damfool idea fixed in your mind about traveling salesmen. They're good men! They're all right! And they work like the devil trying to make an honest living and new friends and custom-

ers for their firm. A dub doesn't last on the road. The mere fact that he calls on us is evidence that he considers our patronage deserving of credit from his house. Don't you see, Herman, it's a compliment to us!

"Again, that man was *not* a traveling man. He's the President of the new Legion State Bank that's going to open up here next week. I met him at the Chamber of Commerce luncheon given in his honor yesterday noon and he dropped in here later on my personal invitation. If I hadn't been taking a long distance call at the time, I'd have reached him before he got through the door. As it was, I made it a point to eat dinner with him in the evening and take him to the 'Four Horsemen' later. Herman, it cost me four four hours' of time and a couple of dollars to erase what we four *know* was a mighty unpleasant memory.

"When I said good night he assured me that his wife would do her trading here. And——" Page paused for emphasis, "*She's always having some kind of work done on her place!*"

Herman didn't say a word but vigorously pawed at his perspiring neck with a damp handkerchief.

"Eli, this morning at ten-thirty old Mrs. Collard was in and purchased from you a heavy electric iron and an ice-cream freezer, and——" The inquisitor paused and leaned impressively toward the third victim. Poor Eli actually squirmed. "And you let that dear, feeble old lady lug that load of stuff out to the flivver herself! It was bad enough for that loafy daughter-in-law of hers to sit out there posing at the wheel, but it was a darn sight worse for a man who is naturally kind-hearted not even to *think* of the only right and proper thing to do. Do you see, boys?"

Page tore his slips in two and



Fishing Rods As Business Builders

THERE IS NOTHING like genuine quality for building up profitable business in fishing tackle. Like all Heddon tackle, our bait casting rods are built to give your customers the best possible value for their money so they will come back to your store when they want something else.

The original Heddon two-piece construction with long tip and short butt gives several advantages—light, free and easy balance; longer casts more accurately made; less likelihood of breakage under severe strain; long life.

Heddon Rods are made only from the finest quality of split bamboo, built up by our own private process under rigid inspection. Thoroughly tested and seasoned before sent out. Trimmed and finished in keeping with their high quality.

Now, as always, Heddon-Dowagiac stands for the best possible quality at a fair price. You can sell Heddon Rods and Tackle with the full knowledge that they will make and hold satisfied customers for you. Catalog on request.

JAMES HEDDON'S SONS • Dowagiac, Michigan

Say you saw it in GOOD HARDWARE

tossed them into the coal bucket. "We won't refer to any more of 'em." A gentle exhaling of breath at this point. "There was quite a variety there, too, but I think I've made my point clear. Boys, from now on I expect you to be up on your toes—all the time—with intelligent application of ready courtesy and politeness! Don't overdo it or it will react. The average customer is an average human and the average American human doesn't care for fawning flattery. He *does* appreciate intelligent courtesy and politeness. It's the greatest little old treasure in the world, boys, and it's mighty seldom tapped!"

And now Page lined them up beside him—a four-horse team all in the collar and pulling abreast: "From now on you will each receive five dollars per week more than you have been drawing. I think——" He was interrupted by a salvo of enthusiastic declarations, "Gee, Mr. Page, that's mighty fine of you!" and, "We'll sure use our heads from now on!" and Eli's "Danged if I don't tote out that broom and mop to Mrs. Collins on my way home. She wanted it for cleaning tomorrow. I sure will!"

Jim Page stood up: "That's all for tonight, boys."

The three salesmen crowded up to shake hands and thank him again. Page hesitated a moment but as they started to leave stopped them. "Just one little thing more. This salary boost is an investment from which I expect to get excellent returns. But it's barely possible that my investment might prove to be unwisely made. Er—a, if such should be the case I would, of course, be forced to unload and look elsewhere for a more active er—a—market."

The three salesmen, George, Eli and Herman, were bright enough.

Both were there—the gauntlet the hand. They preferred the hand. Not solely—let us trust because the offering lay there. They soberly wished their employer a final good night and closed the door softly behind them.

Page stood with hands on hips looking after them. "The stock good," he mused, "I know it, but if the broker can't deliver I'll switch the account. I'll cash in big! It's a wonderful treasure located—and in the gutter, too."

Saves Delay in Answering Phone

THE office of a small store that is cramped for space is on the balcony in the rear. When a member of the staff wanted on the telephone he had to walk to the rear and up to the balcony. There seemed to be no room on the sales floor to put an additional telephone.

As a remedy several shelves were then built in to the alcove formed by the ends of two counters on the sales floor. An extension telephone now rests on the top shelf and, when not in use, is covered by a lid on the under side of which is a place for the directory.

Just below the shelf on which the telephone rests is another shelf for the books of sales slips. The rule of the store is that none of these be left on the counters. The little corner cabinet has saved many steps and much delay in answering the telephone. By helping to improve the service it has helped to build up business.

BORN THAT WAY

Bridegroom: "Yes, every man should marry. Now, what possible excuse have you for being single?"

Bachelor: "I was born that way."

**MILLERS FALLS
TOOLS**

SINCE
1868

Announcing a New Finish for Millers Falls Tools

WE take pleasure in announcing a new finish for our tools which will make it possible for you to obtain a greater turn-over on Millers Falls products.

We have adopted an attractive red finish for prominent parts of our tools. This is applied by a new process which gives a smooth, glossy, enamel finish. On the gears of our breast drills is placed a gold-leaf decalcomania. On the handles of other tools is placed a small transfer which is a reproduction of our trade mark. Frames are treated with a new japanning process. All nickel parts are polished and nickeled with greater care than heretofore.

We feel sure this new Millers Falls finish will be greeted with enthusiasm by everybody who in any way is concerned with the sale or use of Millers Falls tools. Your customers will turn with greater interest to the Millers Falls Tools displayed in your store, because of the attention-compelling value of our new finish.

Millers Falls Breast Drill No. 97—the most complete breast drill on the market. 5 distinct actions. No workman can see its beautiful new finish without being impressed. Length 17 1/4 in.

Millers Falls Hand Drill No. 2—the finest hand drill made. Used by skilled workmen all over the world. Finished throughout in the new Millers Falls Finish. Length 14 1/2 in.

Our good friends, the dealer and the jobber, will see in it greater display value, faster turn-over, quicker and more frequent profits.

MILLERS FALLS COMPANY, Millers Falls, Mass.

Manufacturers of Carpenters' Tools, Hack Saws and Automobile Tools

Say you saw it in GOOD HARDWARE

Takes in the Movies

(Continued from page 17)

Chairs borrowed from a local church and arranged in the store accommodated fifty people. In two nights three hundred had applied for admittance to see the film. Roseville being a railroad town, it was a big success and the electrical idea was sunk firmly into the minds of the spectators. To tie up things a little tighter, a special display and demonstration of electric lights and electrical goods was given after the showing of the picture.

Mr. O'Neil's success is not unprecedented or unusual. He has adopted methods used successfully by other merchants and has applied them to his own business. Outside of his local district and his own trade he is not known. But to the trade of Roseville, O'Neil means originality and success.

Makes Store Headquarters for Local Sportsmen

(Continued from page 26)

It has one man in it at all times and others within easy call through the connecting doorways. A Phoenix, Arizona, hardware store did practically the same thing, except that it had to rent a detached room for the purpose.

Instead of going into the accessories game so gradually that people would not know about it, a store plunged in seriously and established a separate room to which motor owners came to talk and to buy. The room, a little side issue of the main room of the store, became the local "automobile club." It established a reputation for the store that overcame any handicap that might have come from heavy stock at the start.

Every fisherman who patronizes a certain store is invited to regis-

ter his name and thus to enter a contest that is waged among the customers, the awards being for the best catches and for the heaviest individual fish of each kind caught in local waters. The register contains a number of names when the season is over and is thus worth the trouble when new lines of tackle are to be promoted.

Gives Bath Tubs Free to New Born Babies

L. H. KOHN, who owns a hardware store in San Francisco, is constantly planning new and original stunts for the purpose of pleasing his old patrons and curing new ones.

Mr. Kohn's most recent stunt was the announcement in the newspapers and on the moving picture screens that between certain dates he would present, free of charge, an enamelled baby bath tub valued at \$2.25, to every child born during that period and within the limits of a certain district.

As a result, sixteen tubs were given away and as many new customers added to his list. Mr. Kohn believes that if all the babies born during the prescribed time and within the designated district had been registered with him, the number would have been great.

WHAT COHEN HAD

Cohen was a local salesman for a New York woolen concern. One day, during the business depression, he invited a prospective buyer out to dinner. The guest ordered from soup to nuts. The waiter turned to Cohen.

"What will you have, sir?"

Cohen despairingly replied: "Give me tea and toast."

From across the table came the mildly surprised query of his friend: "What's the matter, Cohen, on a diet?"

"No. On commission."

THE DELINEATOR

APRIL 1922



A. NEW SERIAL
Author
NEW FASHI

These factors make
THE DELINEATOR
the great salesman for
worthy merchandise—
large circulation and
confidence of the
reader based on fifty
years of square dealing.

EVERY minute THE
DELINEATOR
families buy six gal-
lons of paint—every
day they spend huge
sums for the neces-
sities and luxuries of
the home. Manufac-
turers of reputable
products advertise in
THE DELINEATOR
because it sells goods
for them and for you.

Say you saw it in GOOD HARDWARE



The Delineator

When THE DELINEATOR families buy six gallons of paint every minute of the day, think of what they spend for other things you sell.

Helping You to Sell More Goods

The following is a partial list of manufacturers advertising in the April issue of THE DELINEATOR and are making people want and buy their products. It will pay you to push them.

VALSPAR

Valentine & Company
New York.

ARMSTRONG'S LINOLEUM

Armstrong Cork Company,
Lancaster, Pa.

KIRSCH CURTAIN RODS

Kirsch Manufacturing Company,
Sturgis, Mich.

LORAIN OVEN HEAT REGULATOR

American Stove Company,
St. Louis, Mo.

ARCOLA AND IDEAL TYPE A HEAT MACHINE

American Radiator Company,
New York and Chicago.

3-IN-ONE OIL

Three-in-one Oil Company,
New York.

KIDDIE-KOOP

E. M. Trimble Mfg. Company,
Rochester, N. Y.

CYCO BALL BEARING CAR- PET SWEEPER

Bissell Carpet Sweeper Co.,
Grand Rapids, Michigan.

GORHAM SILVER POLISH

Harold F. Ritchie & Co., Inc.
New York.

SCOT TISSUE

Scott Paper Company,
Chester, Pa.

LUXEBERRY ENAMEL

Berry Brothers,
Detroit, Mich.

SANI-FLUSH

The Hygienic Products Co.,
Canton, Ohio.

RAT BIS-KIT

The Rat Biscuit Co.,
Springfield, Ohio.

BLABON ART LINOLEUMS

The George W. Blabon Co.,
Philadelphia.

ALABASTINE WALL FINISH

Alabastine Company,
Grand Rapids, Michigan.

LIQUID VELVET WALL FINISH

O'Brien Varnish Company,
South Bend, Ind.

KYANIZE FINISHES

Boston Varnish Company,
Boston, Mass.

O'CEDAR MOP

Channell Chemical Co.,
Chicago, Ill.

GUERNSEYWARE

The Guernseyware Company,
Cambridge, Ohio.

JOHNSON'S WOOD FINISHES

S. C. Johnson and Son,
Racine, Wis.

Say you saw it in GOOD HARDWARE



Families *buy* a Gallon of Paint *every* Ten Seconds

THEY buy a lot of other merchandise that you sell. They spend a great deal of money every day for kitchen equipment and other household hardware.

The Delineator has thrown out all mail order advertising. By this act it established itself as the greatest single salesman for goods sold through retail stores. For fifty years it has been building a reputation for selling merchandise. This influence works solely for the retail merchant.

On the opposite page is a list of manufacturers who use *The Delineator* to sell more goods for merchants who carry their products. It will pay you to look through *The Delineator* every month and to feature merchandise advertised in it.

Let *The Delineator* work for you.

THE DELINEATOR

NEW YORK CHICAGO SAN FRANCISCO ST. LOUIS



Say you saw it in **GOOD HARDWARE**

Fourteen Ideas for Handling Your Garden Tool Stocks

(Continued from page 29)

on these. Wheels or casters fitted to the base make the rack easily portable.

Another lawn mower rack made of pipe, illustrated here, is used by a hardware merchant in Alabama. By mounting his rack on a platform on rollers this merchant has a rack which serves for display and is also portable. The wheels of the mowers rest between two pipes; the handles rest against the top and the ends serve as handles by which to push the rack about the store or out onto the sidewalk in front where it may be seen by the people who pass by.

Other items which require a little thought to display to advantage are long handled tools, such as rakes, hoes and forks. A convenient method evolved by a number of dealers is the use of a trash-burner mounted on a small, homemade platform. This big wire basket arrangement will hold a large quantity of long-handled garden implements and will display them well. The raising of the bottom of the trash-burner will serve to keep the ends of the handles in position.

Handling Garden Hose

Garden hose is another item which you can handle with ease. For example, the plan used by the Carlisle Hardware Company of Springfield, Massachusetts, has the advantage of simplicity and convenience for both salesman and customer. The plan requires a sample of each brand of hose about a foot long with the label visible. These samples are rested horizontally on hooks screwed into a slanting pine board which can be displayed on a counter or built on

the floor. Alongside each sample is a price ticket for the information of the customer.

Bannister and Pollard, a hardware firm of Newark, N. J., use a slightly more complicated method. This is made so that the length of hose swing from a cross-bar suspended from two uprights. In the upper end of each piece of hose is a wooden plug and a screw-eye means of which a short piece of jack chain holds it to the cross-bar. To prevent breaking of the hose due to twisting, a stout swivel may be used. The price of each hose is given on little tickets attached to the cross-bar.

A Simple Hose Reel

These methods are satisfactory for sampling hose. An equally satisfactory system for the measurement of hose in bulk is that used by Bennett Hardware Company of Long Beach, California. Measuring hose from a reel becomes a simple matter when the reel is mounted on a simple holder made of 2x4's. The piece of heavy iron used as an axle fits into a slot cut into the uprights.

Another convenient rack for the display of long-handled tools may be built on a platform base about three feet in diameter. The rack is made of two 2x4's mounted on an upright which should be about five feet high. The ends of the cross-bar are from a foot to a foot and a half from the center. The ends are finished off with 6x8 inch brackets which prevent the tools from slipping or falling to the ground. To prevent them from slipping at the bottom a piece of 2½ inch band iron, projecting about a half inch from the top, is fastened to the back. For appearance sake the entire rack should be stained or painted.

In the selling of seeds t

1000 Shots for One Cent

The Gun
that Shoots
and **FLASHES**
when you Pull the
Trigger

*That is why sales started at
100,000 a week and have been
growing by leaps and bounds*



Every pull of the trigger causes a big red flash to jump from the muzzle. And these flashes are absolutely harmless—the Ronson Repeater can be shot anywhere at anything in perfect safety. It complies with the laws of every State.

The National Toy

Boys not only hear it shoot but they SEE it shoot. That is why the Ronson Repeater is the most popular toy pistol ever offered. The Ronson Repeater looks like a real automatic. It has the same feel and grip, the same gun metal finish. Comes loaded for 5,000 shots. Shoots automatically. Feeds automatically.

Watch for the Advertising

Sales of the Ronson Repeater started at 100,000 a week and have been growing steadily without one line of advertising. Figure for yourself what they will jump to when the big national campaign starts. This campaign is headed by full page space in The Saturday Evening Post and includes a long list of boys' publications.

Get some Ronson Repeaters on your counters now. Every boy and girl wants one. Every boy will be asking for the Ronson Repeater as soon as the advertising begins. Don't miss sales. Write us at once and let us give you complete information about this wonderfully fast-selling pistol. A 25 cent retailer; higher in the West. Start a letter our way today.

Ronson Redskin RELOADS

Nothing but the genuine Ronson Redskin Reloads will make the big flash in the Ronson Repeater. And they mean additional sales and profits for you when the boys learn they can get 1,000 shots for one cent. The Ronson Repeater and Ronson Redskin Reloads are fully protected in U. S. A. and abroad under Letters Patent issued: Nov. 27, 1906; Aug. 2, 1910; July 23, 1918; Dec. 31, 1918; Nov. 8, 1921, and other patents issued and pending.

THE ART METAL WORKS

Newark, N. J.

For 35 years Makers of High Grade Metal Nozzles

THE RONSON REPEATER

Trade Mark Registered

Patented in U. S. A. and Abroad

Say you saw it in GOOD HARDWARE

probably few hardware stores that do a bigger business than Zettler, of Columbus, Ohio. He has made a success of selling seeds by buying in bulk, using packages with his own imprint and carefully testing all seeds for germination before putting them on sale.

Easy to Cut Wire Screen

The sale of wire screen is also simplified by the Bennett Hardware Company of Long Beach, the same company which uses the rack for its rubber hose reel. At one end of a long table in the back room is a pair of parallel wooden rollers about two inches apart. The roll of screen is laid on these rollers and as much as is needed is pulled out for cutting. Another store cuts screen easily by using inverted stove castors in place of the rollers. The edge of the table may be marked off for measuring.

An idea that provides storage place as well as a measuring table is that used by Heckler Brothers, of Pittsburgh.

In this a rack is constructed with a pigeon hole properly labelled, for each size of screen. The pigeon holes are made of sheet metal and are just deep enough to accommodate the proper roll. The stand and its legs are hinged and fold up against the pigeon-hole rack when it is not in use. It folds up flat against the front of the rack and is held in place by hooks.

TASTE TELLS

The stingiest man was scoring the hired man for his extravagance in wanting to carry a lantern in going to call on his best girl.

"The idea!" he scoffed. "When I was courtin' I never carried no lantern; I went in the dark."

The hired man proceeded to fill the lantern.

"Yes," he said sadly, "and look what you got."

Live-Wire Henry on V and Telephone Custom

(Continued from page 49)

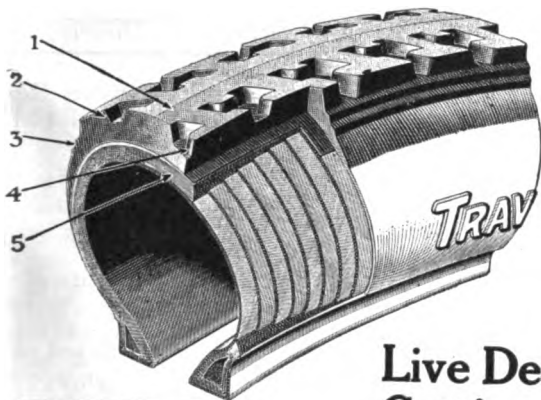
and let the matter hang fire for justment. The customer comes to the store in person and wouldn't wait more than a reasonable length of time for adjustment: why should anything different be expected of the or telephone buyer? The mail telephone buyer is going to get quick service in adjustments, the party coming in person, or he fly to some other roost the next time he's in the market for a thing.

You can save your time and that of your customers if you get them into the habit of giving a second and third choice for selecting articles for themselves in case the thing they most desire isn't in stock. When they name their own substitutes beforehand it's far different from letting someone in the store pick them out. THEY are making the decision instead of someone else. Get the idea?

How to Avoid Substituting

How are customers going to be educated into making second and third choice selections? Through the same old avenues that are used to reach them with other messages. Advertising, circulars, placards in the store. Keep the idea before them in every way possible. The first thing you know they'll be practising it as though they had been doing so since the day Nero played his famous fire solo in Rome. The general public today have far more brains than the wisecrack who thinks they're nuts and that he's a squirrel that must lead them.

Well, my boy, this is the first of the series of selling tips: my father that I promised you.



Live Dealers Are Getting Our Up- to-Date Selling Plans

1 Flat Outside gives greater traction, mileage; prevents side-slipping and skidding.

2 **50%
THICKER
TREAD**

3 Two steps from tread to side-wall give protection from stone-cuts and bruises and prevent separation of tread and carcass.

4 High-Raised Shoulders give high mileage and repel stones, nails and other puncturing objects. Non-skid tread.

5 Extra Ply of Fabric and Both Sides of each ply coated with rubber. Double the amount of rubber between each ply.

6 **20% Heavier.** (Pure plantation rubber, not "filled" or "loaded").

Are you in the tire business to really make money?

Or are you just dabbling around with tires as a convenience for a few customers?

We have a tire proposition with money in it for the dealer who means business, who wants to sell a large number of tires.

We have a crackerjack tire in the first place. Traveler Tires are 50% thicker tread—20% heavier all 'round weight, more mileage, greater freedom from punctures than ordinary tires.

Our advertising and merchandising proposition for the dealer is a salesmaker. It is complete and instantly ready to be put to work building up a big and profitable tire business.

A goodly number of dealers are getting excellent results from our plans.

Write today for Traveler Selling Plans

They will give you your opportunity to lead your city in tire sales and to make big money—Write

The Traveler Rubber Co.

Bethlehem, U. S. A.

*Factory and Sales Headquarters,
Bethlehem, Pa.*

TRAVEL ON

TRAVELER

**CORD OR
FABRIC**

TIRES

Say you saw it in GOOD HARDWARE

of them are seasoned veterans in my selling team. They're hard hitters and good all around players in the game of merchandising. Give them a thorough trial in your organization and they'll make good.

Don't let your courage bin get low. And—I repeat—if I can be of any service knock on my door at any old time.

Your affectionate father,
Henry.

Accessories Sell Themselves In this Store

ONE window of the Clough-Graves Hardware Co., Colorado Springs, Colo., is trimmed at all times with an automobile accessory display. It is a new line with this store which has increased their business greatly in the past few years.

Inside, the front showcases are well arranged; but the stock of staple parts and accessories is the big feature here. Each stock drawer is marked with the number of the item and the name. A man sees what he wants in the window or case and notes the stock number, then walks up to the counter and either points it out to the salesmen or asks for it by number.

The article desired is thus easily located by both the customer and the man behind the counter.

ALONE AT LAST

"Did you ever tell a lie, mamma?"

"I am afraid I have, Arthur."

"Did papa ever tell a lie?"

"I expect he did."

"Did Aunt Mary ever tell a lie?"

"Why, Arthur, why do you ask such questions?"

"Oh, I was thinking how lonely George Washington and I would be in Heaven."

Seven Hundred Files Replaced By 55—and the Change Paid

(Continued from page 53)

About a week ago this customer sent the file to the factory with this tribute:

"Ordinarily a file lasts me long enough, on the average, to file properly two saws. I have already filed 39 saws with this file and you can see it is still good for quite a few more."

The carpenter had made a wooden handle for the file and on this handle he had cut 39 notches, much the same way as "Deadwood Dick" used to notch his gun handle every time he put away some unlucky cuss.

"We are educating the hardware trade to move along the lines of least resistance," said a representative of the factory that was making the change.

Cutting Out Deadwood

"Not long ago a certain hardware dealer made a careful study of his small-tool sales. He found that certain items cost him a whole lot less to sell than others. He gradually increased his stock of tools that cost less to sell and went light on the goods that cost more. He began to cut out the 'deadwood.' When he got through with this process, he found he had only one brand of hammers, hatchets, files, axes and sledges—and no others.

"Upon analyzing his sales he found that he had held his regular customers and opened many new accounts; that he had increased the annual volume of sales; that he had greatly increased his profits; that he had decreased his investments, decreased his selling cost and saved store and bin space.

"A pretty good record, I think, for a change that meant almost a revolution for the company."

3¼ doz. POPULAR RULES

Strikingly Displayed

Yours for Regular Price of Rules Only



The Mechanic Who Buys One Will Call When He Needs Another

FOR THESE ARE

LUFKIN **SPRING JOINT**
WOOD RULES

NEW ASSORTMENT NO. 4

Stocked by Jobbers. Size 15½x11½x4½ in.

Contains 3¼ doz. Rules—the minimum any dealer should carry

THE RULES are highest grade, and this assortment includes only most popular selling numbers, viz.:

- 4 only ea. Yellow and White, 4-ft.
- 6 only ea. Yellow and White, 5 & 6-ft.
- 6 only 6-ft. Yellow, with End Hook.
- 1 only 6-ft. Folding Extension Rule

THE CASE is quartered oak, finely finished, with heavy glass lifting door. It sits securely in small space anywhere; keeps rules in good order; shows what you carry. Has space for inserting price.

ASK YOUR JOBBER'S SALESMAN

Send for catalog **THE LUFKIN RULE CO.** Saginaw, Mich.
New York

Say you saw it in GOOD HARDWARE



Here

Nearly
like a

Estate **HEATROLA**

MADE BY
THE ESTATE STOVE COMPANY
HAMILTON, OHIO

The Estate Heatrola is a method of heating a room—without radiators—with or without hot water. Dealers are constantly receiving information regarding it.

Printed below are the most frequently asked questions, together with their answers.

Q.—What is the capacity of the Estate Heatrola?

A.—Scientific tests show that it is capable of maintaining as much as 800 ft. of pipe, changing the heat of air twice each hour. It is capable of heating 3 to 6 connecting rooms. The figures of users throughout the country are conservative.

Q.—How does the Estate Heatrola work with a pipeless furnace?

A.—It is more efficient than any other circulating system.

Say you saw it in **GOOD HARDWARE**



e Five Questions

ers asked about this furnace that looks
graph and heats the whole house
te them below with our answers

so revolutionary
and bungalows
at hundreds of
for detailed in-
and capabilities.
most frequently
ur answers.

rola?
heat houses con-
ed on a complete
vertise that it will
rts from thousands
that our claims

Heatrola compare
s double air-circu-

- 3
Q.—How will the enamel finish wear?
A.—This finish is practically everlasting. It is a vitreous enamel, applied under a heat so great that it fuses and practically becomes part of the metal itself.
- 4
Q.—How much fuel does the Heatrola require?
A.—Less than the ordinary 16-inch. Oak Stove.
- 5
Q.—Isn't the Heatrola merely a "dolled-up" stove?
A.—No. It would be more proper to say it is a "dolled-up" furnace. For the Heatrola is a furnace, heating by circulating, moist warm air—not by radiation.

Get all the facts

The Heatrola is a BIG, NEW, QUICK-PROFIT proposition for retail hardware, plumbing and furniture stores. Now being heavily advertised in COLOR pages in The Saturday Evening Post. The demand is active. Desirable agencies now open. Write us now.

Say you saw it in **GOOD HARDWARE**

SO-BOS-SO KILFLY

"The Thoroughbred Fly Repellent and Disinfectant"

You make a profit and build up a lasting business by selling well-known merchandise with an established reputation.

SO-BOS-SO KILFLY—on the market for the past 22 years—is well known because it is extensively advertised in leading farm papers.

Our GUARANTEE of ENTIRE SATISFACTION or PURCHASE PRICE REFUNDED protects you and your customers.

PRICE MATERIALLY REDUCED THIS YEAR. QUALITY ABSOLUTELY THE SAME.

The high quality, reasonable price and farm paper advertising make

SO-BOS-SO KILFLY

a product you can quickly sell to the owners of cattle, horses, hogs or poultry.

Ask your jobber's salesman to tell you how you can make \$64.80 PROFIT on So-Bos-So Kilfly this year. If he hasn't So-Bos-So for you, write us direct for full information.

The H. E. ALLEN MFG. CO.,
CARTHAGE, N. Y.

Say you saw it in GOOD HARDWARE

Does a Circus in Your Window Help You Sell Hardware?

(Continued from page 47)

"blank," your stunt display will bring big dividends. It will bring people into your store. It will give you an opportunity to build a mailing list. Besides it will create a lot of publicity that is closely tied up with your store. The baseball pitcher with a good change of pace" always has the others guessing as to what's coming next. The wise hardware display man uses stunt displays judiciously with the same effect. They serve as a contrast to his mass merchandise displays or his special value displays. The public always kept guessing as to what's coming next.

The Single Idea is Best

There is another thought in connection with stunt displays. They could not be too complicated, that is, too many ideas should not be introduced in the display. Otherwise, they may conflict. Let us illustrate this point:

A certain large hardware store was featuring a special lightweight lawn mower. In one of the show windows a lawn mower display was made. The center of interest in the display was one of the special lawn mowers. It was placed on concealed rollers on a box. A motor in the box turned the rollers and thus operated the mower, which was adjusted so that the reel did not touch the bottom knife, permitting it to run easily.

The special lawn mower was branded with the hardware firm's name and all the signs featured this name. This tie-up gave assurance that any publicity obtained by the display would apply specifically to this particular firm. Over the running mower was an

arch on which were arrow-shaped signs describing the features of the mower.

This was a successful stunt display. It sold a large number of mowers and in addition produced a lot of publicity for the store. In fact, more than two months after the display was made the firm had an inquiry from someone who wanted to see "one of those lawn mowers with the motor on the handle."

The next year almost the same display was made to feature the same special lightweight mower. This time, however, the center of interest was simply a mower suspended under the arch by two fine music wires. At a short distance it appeared to be floating in space.

Although this display did not attract the crowds that the previous year's effort did, it was found that a considerably larger number of mowers were actually sold.

Which Windows Sell?

Why?—Simply this: In the first stunt display the attention was caught, and held, by the revolving wheels and the flashing blades. In the second stunt display the attention was attracted by the mower apparently floating in space, but when closer inspection showed the explanation, the eye was free to take in the other details of the display. Then the carefully worded show cards and attractive price tickets could get in their effective work. In the first instance the side-show was a bigger attraction than the main tent.

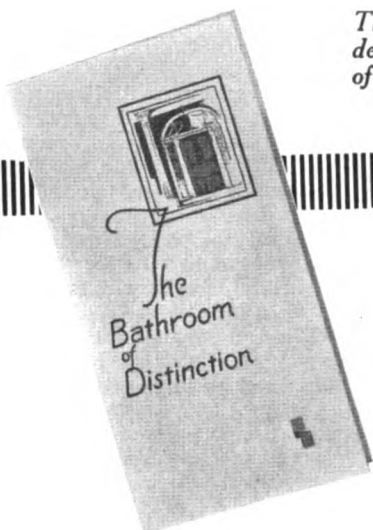
CAUSE FOR WORRY

"What are you crying about?" the kindly old gentleman asked the sobbing small boy.

"'Cause pa's a philanthropist."

"Well, well, what of it?"

"He-he says he'll give me \$5 for Christmas, providing I can raise an equal amount. Boo hoo!"



This little folder contains full descriptions and illustrations of ONLIWON Cabinets.

Beckoning to Mrs. Housekeeper



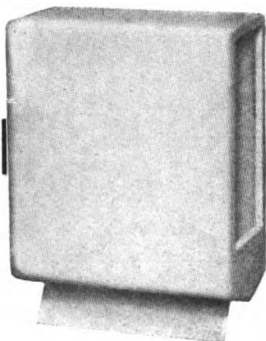
REGISTERED U.S. PATENT OFFICE

By means of this new folder and window display of the attractive ONLIWON Toilet Paper Cabinets, you can develop a steady profitable trade with the housekeepers in your city. They are interested in having a "Bathroom of Distinction" and naturally expect to find ONLIWON Cabinets in a hardware store.

The ONLIWON Cabinet is made in nickel or porcelain. It holds 1000 interfolded sheets of fine tissue which it

Say you saw it in GOOD HARDWARE

Just one type of ONLIWON
Toilet Paper Cabinet that is fa-
vored by housekeepers because it
matches fine bathroom fittings.



serves automatically **just two sheets at a time.** A housekeeper readily sees the economy and sanitation of this dust-proof cabinet.

Now is the time to display ONLIWON, for our national newspaper campaign for A. P. W. Quality Products (including ONLIWON) begins March 1st.

OUR SPECIAL INTRODUCTORY OFFER

Our Special Dealer Price enables you to introduce ONLIWON to your customers at a bargain price. Free Folders and Display Matter will be sent with your First Order.

Write us today for price so as to tie up with newspaper campaign

A. P. W. PAPER CO.

Dept. B

Albany, N. Y.



Say you saw it in **GOOD HARDWARE**



MENDETS

TRADE MARK REG. U.S. PAT. OFF. A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesmen Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon,

COLLETTE MANUFACTURING CO.

Amsterdam, N.Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber.)

Jobber's Name

City

My Name

Address

City..... State.....



Say you saw it in GOOD HARDWARE

FLORENCE

OIL COOK STOVES

**National Demonstration Week—
Make it your biggest of the year**

THOUSANDS of dealers all over the country will have actual cooking demonstrations in their stores during Florence National Demonstration Week, from April 17 to 22. They will use the Florence Oil Cook Stove and the Florence Oven.

Are you going to take part in this National Demonstration Week? Those in your locality will expect you to participate.

Increased sales during the entire year will result from your demonstration. We are ready to co-operate fully with you by sending announcement cards for your customers, dealer selling helps, newspaper electrotypes, lantern slides and other advertising material.

If you have not joined the Florence Family, ask for a registration blank at once. It is not too late.

Get women into your store, and the Florence Oil Cook Stove and the Florence Oven will do the rest. Besides, they will act as selling agents for your other merchandise.

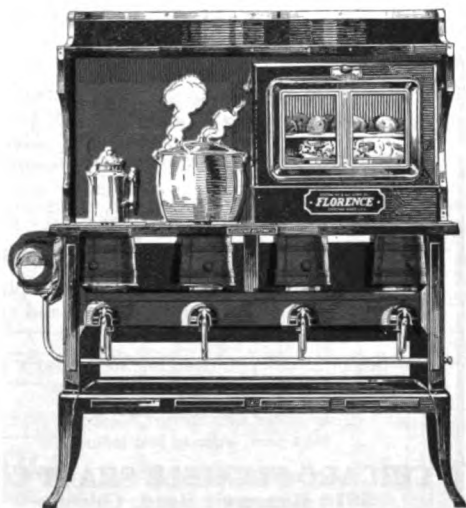
Write or Telegraph to

CENTRAL OIL & GAS STOVE CO.

363 School St., Gardner, Mass.



**More Heat
Less Care**



Say you saw it in GOOD HARDWARE

**Stewart
No. 1
Ball
Bearing
Clipping
Machine**

Retail
Price
Reduced
to
\$12⁰⁰



You Can Always Sell **STEWART** Clipping Machines

Needed right now and throughout the year for clipping cows — and for spring clipping of horses and mules. The dealer with a stock gets the business.



Put the Machines to Work For You

Take 'em out of the boxes—set 'em up in your window or on your floor. They are convincing salesmen that work for you continually.

Our advertising in the farm and dairy papers your customers read will bring them to your store. Many sales for Stewart Machines in your community — you can make them.

Ask Us For Advertising Helps

Forceful window cutouts and other display material—movie slides—cuts for ads and circulars—envelope folders.

Some one will get that business that's all around you—why not you?

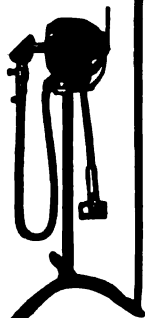
*Your jobber sells Stewart Machines
Send your order to him today*

CHICAGO FLEXIBLE SHAFT CO.
5614 Roosevelt Road, Chicago
32 Years Making Quality Products

**Stewart
Electric
Clipping
Machine**
Hanging
Type—
All
standard
voltages
Retail at
\$80⁰⁰



**Stewart
Electric
Clipping
Machine**
Pedestal
Type—
All
standard
voltages
Retail at
\$85⁰⁰



Say you saw it in **GOOD HARDWARE**

Do Not Cheapen Your Business by Using "SECOND HAND" Calendars

Why Use Advertising Calendars

made of pictures used in previous years' calendar lines, especially when it costs about the same for calendars which are guaranteed to be new in every respect. There is no argument in favor of used pictures and their use is poor advertising. You cannot be proud of seeing your name printed on a second-hand calendar that has been used a previous year.

We Guard You Against

seeing your picture on an old calendar or on a box top, writing tablet cover, and against various other uses for pictures discarded from exclusive calendar lines.

If You Have Ordered

calendars, demand from your jobber the assurance that he thinks enough of you and your business to guarantee that the pictures on your calendars have never been used before for any purpose, in any size, shape, in whole or in part.

We Guarantee Our Pictures

and you should take advantage of this absolute protection. Distribute calendars this year which you know have never been used before. Your calendars are received by your customer as a Christmas gift. Make your gift a guaranteed gift. Set yourself right. Set your jobber right. Buy nothing but new, exclusive calendars that will be an asset to any business. Buy our guaranteed calendars from your Hardware jobber at less than half.

WRITE US FOR FULL INFORMATION

If Your Jobber Doesn't Carry Our Line

TO THE JOBBERS—Be fair to your customers. Do not sell them "second hand" calendars. Our line is guaranteed. Write us.

**The REGENSTEINER
CORPORATION**

310 So. Racine Ave. Chicago, Ill.

Calendar Dept.

CADILLAC

ELECTRIC VACUUM CLEANER

Four 1922 Models
retailing as low as
\$39.50



Cadillac Nap Insurance

When you sell a Cadillac Electric Vacuum Cleaner, you automatically insure the rugs and carpets of your customers against wasteful destruction and removal of nap.

All vacuum cleaners clean, but the Cadillac—with oversize 1/5 H.P. Motor and friction driven brush—cleans without doing violence to the nap.

A Cadillac sale is, therefore, a form of service to your trade for the wise buyer can be impressed now as never before with the economical side of vacuum cleaning.

Cash in on this very important nap-saving feature of Cadillac operation. Your demonstrations to prove your claim to skeptical customers can be made very spectacular. We will show you how. Nap Insurance will be talked about more tomorrow than it is today and the Cadillac is leading the way.

Our sales co-operative plan is worth your inquiry.

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 78 Duchess St., Toronto, Ont.

Say you saw it in GOOD HARDWARE

Put This on Your Counter and Watch It Sell

**Our
NEW
Size**



**2½ ounce
12 in Carton**

**Retails
for 25c.**

JOHNSON'S *Paste - Liquid - Powdered* **PREPARED WAX**

Fill out and mail the attached coupon and we will immediately forward you by prepaid parcel post, one dozen 2½ oz. cans of Johnson's Prepared Wax packed in a beautiful colored display carton—all ready to put on your counter. It'll sell like hot cakes.

**Your cost \$2.00—Your resale price \$3.00—Your profit \$1.00
50% of your investment**

S. C. JOHNSON & SON, Dept. GH3, Racine, Wis.

Please send me one dozen 2½ oz. cans of Johnson's Prepared Wax packed in a beautiful colored display carton, by prepaid parcel post, at a cost of \$2.00

NAME

ADDRESS

Our Jobber is

Say you saw it in GOOD HARDWARE



BULK GARDEN SEEDS AND BULK PROFITS ARE SYNONYMOUS

The above is only one of the reasons why you should sell Garden Seeds in Bulk, and handled in the LEONARD WAY combining elegance in appearance, simplicity in selling method, and first, last and all the time, **QUALITY.**

The fact alone of giving more Seed for the money than in packets, will attract many Home Gardeners to your store and everyone that comes to buy Seeds is always a prospect for your other goods, and the satisfaction the seeds will give them by good results will keep them coming and thus make permanent customers of them.

The simple way of selling Bulk Garden Seed by our method will appeal to you. **THE BETASCALE SEED MEASURING GLASS FIXES THAT.**

We furnish beautiful Lithograph Labels showing each variety of small Seeds, also stiff cardboard labels for the Peas, Beans and Corn, telling whether early, medium or late, the height and whether green or wax pod, so that you need no seed experience whatever to sell the goods.

More for the money—Better Seed—Large Profits.

We sell to Dealers only outside of Chicago.

Write today for Literature.

THE LEONARD SEED COMPANY

226-228-230 West Kinzie Street Chicago, Illinois

1 Say you saw it in *GOOD HARDWARE*

Skimit

KITCHEN CREAM SEPARATOR

Whenever milk is bought in bottles, there is a ready market for SKIMIT.

For SKIMIT effects a real economy, saving its own cost quickly.

This saving is in the cost of bottled cream. SKIMIT owners don't buy bottled cream. They are able to enjoy the full strength of the half pint of clear cream that rises to the top of the milk bottle.

Pouring mixes the bottom milk and top cream. Dipping is messy and never satisfactory. Only SKIMIT removes all this cream—rich enough to whip—by a simple siphon action.

Easy to Use— Positive Action

Simply lower SKIMIT to the cream line, give the plunger one quick upward pull. All the cream is removed while the milk is left undisturbed. No pumping. The cream flows continuously until all is removed.

Skimit Opens Up New Sales Avenues

When a housewife buys a SKIMIT she is not buying it INSTEAD of some similar device—she is buying it IN ADDITION to her other purchases. Nationally advertised to 5,000,000 homes. Handsomely nickeled, retails at \$1. Order direct from this ad, giving your jobber's name.

SKIMIT MANUFACTURING CO., OSKALOOSA, IOWA.

**SKIMIT MFG. CO.,
Oskaloosa, Iowa.**

Please ship me one carton (12 Skimits) with a quantity of advertising folders. Price \$16.80 the carton. (Retails for \$24.00.)

Name

CityTown

Jobber's Name

CityTown



Say you saw it in GOOD HARDWARE



All sizes sell at 10c. a set, except the 1 1/8 in. size at 15c. a set.

**ORDER FROM YOUR
JOBBER TODAY**

**Henry W. Peabody
& Company**

Domes of Silence Division

17 State Street, New York

DOMES of SILENCE
The Perfect Footwear for Furniture

Say you saw it in GOOD HARDWARE

HAVE YOU ORDERED



Sales of Climax Wall Paper Cleaner in February broke all former records. Millions of housewives know Climax is best—and so do thousands of dealers.

It sells!

Packed in tins only. Your jobber has it. Order now.

The Climax Cleaner Mfg. Co.
Cleveland

Say you saw it in GOOD HARDWARE

HEEKIN CANS



The Can with a Hundred Profits

EVERY WOMAN in your community needs a number of these cans—for flour, rice, sugar and other foodstuffs. Every farmer needs them for his rendered lard and sorghum.

Order Heekin Cans with your name prominently displayed. These cans are attractively lithographed in color—the labels in black.

Each can brings you a good first profit. Then it advertises our store 365 days a year. It keeps your name constantly before your customers—and brings them back again and

again. Every one of these cans is a perpetual salesman for you.

Heekin Cans come in the popular 50-pound size. Colors are red, blue, yellow, green and gold. Cans are also supplied with one extra color on label.

Orders are accepted for as low as three dozen cans with your name and address lithographed on the labels. Order in assorted colors for variety and to make attractive window displays. Free booklet tells all about Heekin Cans. Write for booklet and free sample can today.

THE HEEKIN CAN CO.

6th, New and Culvert Streets, Cincinnati, Ohio

Say you saw it in **GOOD HARDWARE**



MORCO STILLSON WRENCHES

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

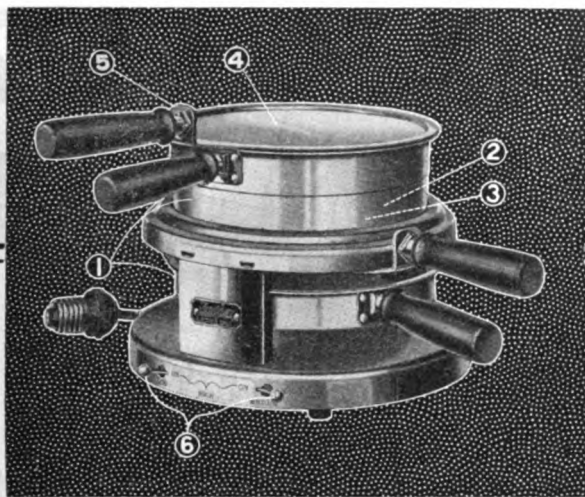
Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

**MOORE DROP FORGING
COMPANY**

SPRINGFIELD, MASS.

MORCO STILLSON WRENCHES

Say you saw it in GOOD HARDWARE



The Simplex Electric Breakfast Stove

SIX BIG SELLING POINTS

1—Aluminum Utensils—

Strong, light and easily kept clean—they never rust.

2—Monel Metal Heating Element Frame—

Monel is the everlasting metal that cannot rust or oxidize. We guarantee the side supports and the nickel ring surrounding the heating element not to rust or discolor.

3—High-Speed Radiant Coil Heating Element—

The red-hot coil that lasts so long.

4—Two Reflector Pans—

For boiling operations, two reflector pans are necessary—one as a reflector and the other as a cover. This saves the heat—keeps it in where it is wanted and speeds the cooking.

5—Extra Heavy Handle Supports on Reflectors

6—Tumbler Switch for Three-Heat Control—

Simple, neat, conveniently operated—vastly superior to ordinary plugs and snap switches.

These six points mean easy selling, and The Simplex Electric Breakfast Stove stays sold. Write for further evidence.

THE SIMPLEX ELECTRIC HEATING CO.

85 Sidney Street, Cambridge, Mass.

BRANCH OFFICES: 120 West 32nd Street NEW YORK CITY 15 So. Desplaines St. CHICAGO, ILL.

Say you saw it in GOOD HARDWARE

STAR Hack Saws



How to Make Larger Profits from Hack Saws

The real way to make money, as many dealers have learned, is to cut down your lines to a few that have known value. That means less money tied up in stock, quicker turnover, and larger profits on your investment.

That is why so many dealers have trimmed down their line to two or three brands at the most—and sometimes to only one brand—Star Hack Saws.

The leadership enjoyed by Star Hack Saws for 38 years makes this the logical brand for you to push. When you meet a request for hack saws by handing to your customer Stars, he knows at once that you are offering him a saw with a reputation behind it.

Stars Saws are now sold direct from the factory in Middletown, New York, where they have always been manufactured.

Now Sold by
CLEMON BROS. INC.
MIDDLETOWN, N. Y.
Makers Since 1883

Say you saw it in GOOD HARDWARE



*See Feb. 18th issue of Saturday Evening Post
and Feb. 4th Literary Digest for Gilbert Thinlarm advertisement*

The Gilbert Thinlarm

A Trade Winner

This new Gilbert creation — the only thin model alarm clock made — has jumped into favor from the start.

Remember how quickly the old high-wheel bicycle disappeared when the "safety" came in? How many high-wheel bikes do you see today?

The Gilbert THINLARM is far more saleable than the old-fashioned, bulky alarm clock. Whether it's claw-hammers or clocks, your trade wants the latest, especially when it's the best.

The Gilbert THINLARM is up-to-the-minute in looks, workmanship and dependable timekeeping. There is no other alarm clock like it — or *nearly* like it.

The slender Gilbert THINLARM embodies many new and exclusive features, to win new trade for you. Ask your jobber to show you a sample, and to tell you about the Gilbert Sales Plan, Gilbert Selling Helps and Gilbert Advertising.

William L. Gilbert Clock Co.
Winsted, Conn.

"Makers of good clocks since 1807"

Gilbert Clocks

Say you saw it in GOOD HARDWARE

Desolvo is a product you can secure repeated and increasing sales with once you acquaint your customers with its great value. Desolvo is a big winner. It

(clears clogged drain pipes

It always acts; it clears the drainage system positively and absolutely; it is guaranteed to do this. Its use means simply mixing with cold water and pouring into the pipes that are stopped; that's all; anyone can use it. There is no end to the business you can create in Desolvo. Display it; people will buy it; they need it—all the time.

Get it from your jobber or direct from us; only get it for your own good and continuing profit.



THE CHAMBERLAIN COMPANY
Pittsburgh, Pa.

Pacific Coast Representatives
SPRAKE SALES CO., Los Angeles, San
Francisco, Denver, and Portland, Ore.

DESOLVO

TRADE MARK

Say you saw it in GOOD HARDWARE



DULUTH

STORE EQUIPMENT

Will Increase Your Sales

Individual selling effort can never equal the sales appeal of attractively displayed merchandise. But with goods properly displayed by the "DULUTH" Unit System of Sectional Store Furniture—the correct combination of Show Cases, Display Cabinets, Shelving, Drawers and Bins—every item shown is silently suggesting itself to your customer; creating wants for you to supply.

The fine quality and appearance of "DULUTH" Equipment adds to the attractiveness of your stock. "DULUTH" on store equipment means **QUALITY** equipment and suggests quality of the goods displayed.

Send us a rough sketch showing ground plan and dimensions of your store. We can give you valuable suggestions for store arrangement based on our experience with other stores like yours. There is no charge for this service. Ask for it.

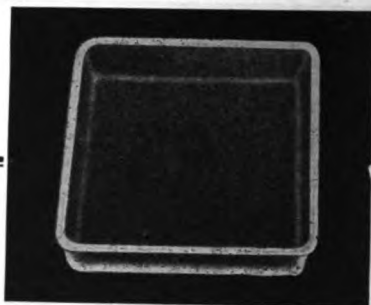
DULUTH SHOW CASE CO.

4943 Wadena Street

Duluth, Minn.

Say you saw it in GOOD HARDWARE

One of the
Pyrex
Hundred



Oblong
Biscuit
Dish

Pyrex Advertising Is a Selling Education

Pyrex 1922 advertising
will appear in the fol-
lowing publications:

Ladies' Home Journal
Good Housekeeping
Delineator
McCall's
Pictorial Review
Woman's Home Companion
Woman's World
People's Home Journal
Holland's Magazine
Modern Priscilla
American Farming
Capper's Farmer
Farm Journal
Farm Life
Farmer's Wife
Successful Farming

This suggestion comes from a
very successful Pyrex dealer:

"Pyrex advertisements contain so many important points of great interest to women that I believe every merchant who reads them will increase his sales as I have. I therefore recommend to every Pyrex dealer that he not only read the Pyrex advertisements himself, but that he have all of his salespeople read them."

This suggestion seems so valuable that we have prepared (in proof form) the 1922 Pyrex advertising which we will send, with our compliments, to every Pyrex dealer.

PYREX

The Original Transparent Ovenware

Pyrex Sales Division

CORNING GLASS WORKS

CORNING, N. Y.



Say you saw it in GOOD HARDWARE



The Two Greatest Sales-Making Forces Are Working for Stormtight

The two greatest publicity forces in National advertising in the construction field are the Saturday Evening Post and the Literary Digest. This month—into YOUR city, these two magazines will bring to a majority of your best customers, the compelling story of

Stormtight

FOR USE ON ANY ROOF IN ANY WEATHER

Your customers are waiting for this new material which ends roof leaks and the bother and expense of roof painting every year or so. And it does its work cheaper and better than the old-fashioned materials.

"Don't rip up old roofs. Don't be everlastingly repainting them. Cover them with Stormtight and your roofs **WILL BE LEAKPROOF AND BETTER THAN NEW FOR YEARS.**" This is the message and it will be repeated in local newspaper advertising.

The Spring re-painting, re-roofing season is almost here, so write for Dealer Book and a salesman to explain our profitable proposition.

Interested in new business? Then write now.

L. Sonneborn Sons, Inc.

Dept. 40

264 Pearl St.

New York City

A HAND MOTOR MOWER FOR SMALL ESTATES

Cuts Five Acres Per Day on a Gallon of Gas

Think of a lawn mower that cuts a clean swath 25 inches wide, cuts right close up to trees, shrubbery, walks and drive-ways and mows 5 acres per day on a gallon of gas without fatiguing the operator.

That's exactly what the COLDWELL F & J Hand Motor Lawn Mower does. That isn't all the COLDWELL accomplishes—it does a beautifully finished job at **one cutting**—no cleaning up afterwards with a hand mower. No wonder it is the leading mower for Small Estates, Parks, Cemeteries, Public Grounds and kindred places.

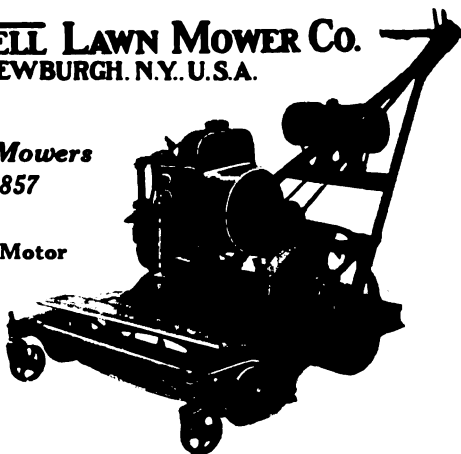
No other mower of like size covers such a large area at such low operating cost and gives such complete satisfaction.

Send for full details and prices.

COLDWELL LAWN MOWER CO.
NEWBURGH, N.Y., U.S.A.

*Makers of Mowers
Since 1857*

Hand, Horse, Motor
for
Homes
Estates
Golf Courses
Parks
Cemeteries



A type to fit every size lawn and every size pocketbook

Say you saw it in GOOD HARDWARE

The Jewel All-Metal FREEZER

2-Quart Size

Here is a **SIMPLE KITCHEN FREEZER** which will do everything that the old-fashioned, clumsy type of Freezer will do. It is *so convenient, so easy to operate* with its *Bevel Gears* and *does the work so quickly* that every housewife delights in using it frequently.

Then, again, it is so compactly made that it can be placed into a refrigerator until its contents are ready to be served.

Made to last a long time. Has Galvanized Steel Ice Pail, Reinforced Beater, a Rigid Bridge, etc.

A choice List of Receipts for Desserts and Frozen Dainties packed with each Freezer.



**A Quick Seller—
A Money - Maker**



STEINFELD FOOD CHOPPER

This is a popular Family Chopper made in practically **2 SIMPLE PARTS**—radically different from others, yet mechanically constructed so that it will chop the food either Coarse, Medium or Fine, as desired.

No bother with Extra Parts—nothing to be lost.

**No Knives to Adjust.
No Knives to Sharpen.
No Knives to Clean.**

*A Large Chopper at
a Low Price*

Samples and Quotations sent on request

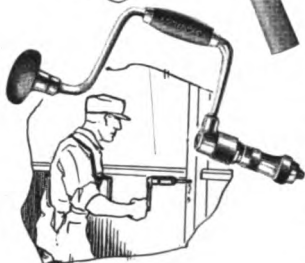
STEINFELD BROS., 116-120 W. 32d St., New York

Say you saw it in **GOOD HARDWARE**

STANLEY TOOLS



Have you checked up your stock of Stanley Tools? Now's the time to fill up the gaps!



Stanley Tools are steady business producers because of their well-known reputation for accuracy and dependability. In universal favor among good carpenters and home builders, and of growing popularity among the general public.



Write for Catalog 11-C



**The Stanley Rule
& Level Plant**



**The Stanley Works
New Britain, Conn.**

New York	Chicago
San Francisco	
Los Angeles	Seattle



Say you saw it in GOOD HARDWARE

MCCASKEY



"ONE WRITING"
SAVES TIME

THE McCASKEY WAY

MARCH, 1922

Do Not Accept Account Losses



The Luse Electric Company, Warren, Ohio, would not part with this McCaskey System of Accounts for "Any money," if it were not possible to buy another

Make your credit system "hole proof" and it will make you more profits than any other method.

It is not surprising that many hundreds of credit businesses have failed in the past two years—their manner of caring for their accounts was too old to keep pace with the modern business growth on every side.

YOUR ABILITY TO SEE THIS OPPORTUNITY FOR YOUR BUSINESS TO GROW IS THE TEST OF YOUR ABILITY TO MAKE PROFITS THAT ARE POSSIBLE TO YOU!

Their Own Figures Did It

EUGENE, MO.—That their own figures were used to prove the impending failure of their business through a change from a credit to a cash basis has been stated by the Climax Elevator Company of this city.

They were told that a poor credit business had always been a losing proposition, that a McCaskey System would prevent their mistakes, increase their collections and do away with the loss of time given to ledger posting and statement writing.

They bought in 1911. Ten years later they are so enthusiastic over the success of the McCaskey System in caring for the accounts, saving dis-

putes and satisfying customers, that they urge they can say more for the System than is claimed for it by the manufacturer.

System Is Their Collector

NEWPORT NEWS, VA.—"We do not mail out statements," says the Flech Department Store. Their bills are due monthly and are absolutely collectible by the McCaskey credit plan.

Of course, they do give statements with every purchase, keep the customer informed at all times of his balance owing and make it easy for their customers to pay them.

Save Thousands Annually

LA GRANDE, ORE.—Three stores, operated by the Grande-Ronde Meat Company in this section of the state, handle 2000 charge accounts through McCaskey Systems and save thousands of dollars a year in office expense alone.

As to collections—they "Cannot even approximate how much better collections are over the Great-Grandfather method of accounting."

We can do the same for you; just mail this coupon today.

MCCASKEY REGISTER CO.
ALLIANCE, OHIO

How Can I Solve My Credit and Collection Problem?

Name Business

Address

No. of Accounts? How Kept?

Say you saw it in GOOD HARDWARE

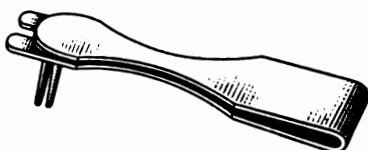
A Quality Product



The Standard for Fifty Years

***Buy for Quality and
you buy for Economy***

***Hand Tool in each
small box of Clinch Rivets***



Tubular Rivet & Stud Company
Boston, Massachusetts

Say you saw it in GOOD HARDWARE

More *Tycos* Advertising More Dealers' Sales

Here's a chart that indicates how sales by *Tycos* dealers increase as the result of consistently increasing *Tycos* advertising done by

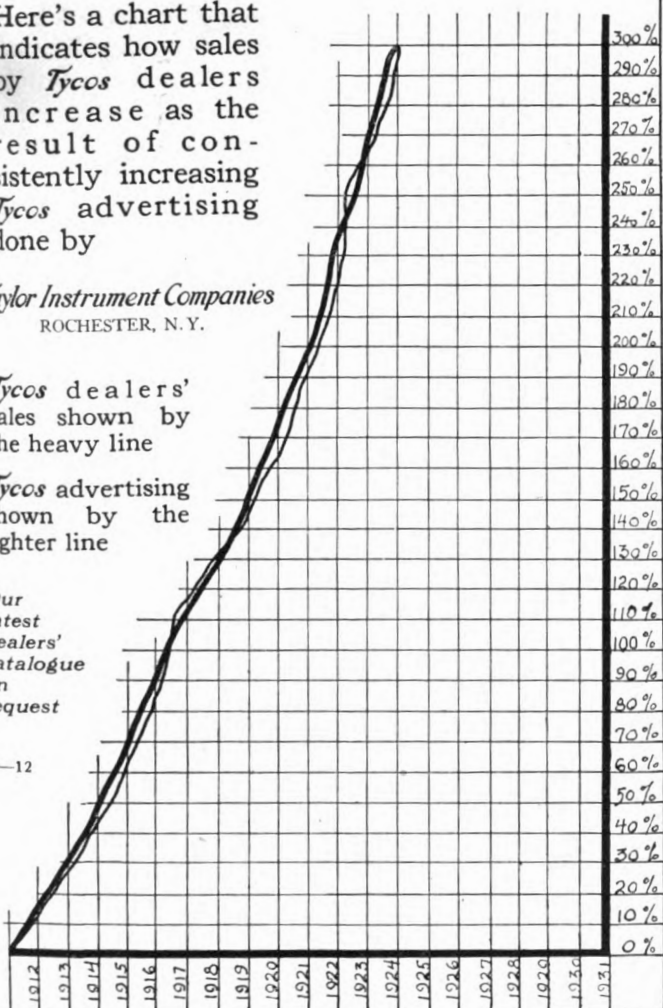
Taylor Instrument Companies
ROCHESTER, N. Y.

Tycos dealers' sales shown by the heavy line

Tycos advertising shown by the lighter line

Our latest dealers' catalogue on request

D-12



Say you saw it in **GOOD HARDWARE**

Our New Catalog

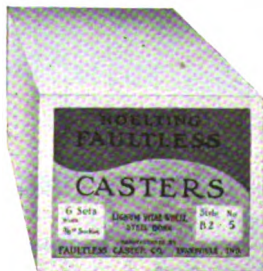


Write For Your Copy Today

A new showing of Noelting Faultless Casters. Helps you in making up orders. Some interesting additions made since our old catalog was published.

Up-to-date buyers will appreciate this book. It shows results of thirty years devoted to fine caster building—some say the finest casters ever built, or that can be built. As to this, we let you be the judge. To judge to best advantage, however, you need a copy of this to the Noelting Faultless line. Write for your latest catalog, showing most recent additions copy today. Sent fully postpaid on receipt of your request. (Jobbers and dealers only).

Address



Faultless Caster Company

Evansville, Indiana

Eastern Sales Office
200 Fifth Avenue, New York

Western Sales Office
320 Market St., San Francisco

Say you saw it in **GOOD HARDWARE**



Smooth-On Sells Itself

The reason is that Smooth-On Iron Cement is backed by national publicity.

Women know its capacity for repairing leaks in kitchen utensils; and men are familiar with it for repairing leaks or cracks in pipe lines, water jackets, furnaces, boilers and automobile radiators.

Stock up with Smooth-On No. 1 now—every can you sell nets you a generous profit.

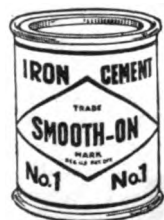
Comes in 6 oz. cans, packed 12 to a carton, ready to display on your counter. Also in 1-lb. tins and larger sizes.

Your jobber can supply you.

Write for information regarding our dealer proposition on this product.

SMOOTH-ON MFG. CO.

570-574 Communipaw Avenue, Jersey City, N. J., U. S. A.



The cost of a 6 oz. carton to you is \$2.70 — retails for \$3.60.

..... COUPON

Smooth-On Mfg. Co.
Jersey City, N. J.

Please send me at once 1 carton of Smooth-On No. 1, 6 oz. size, price \$2.70.

My Name

Address

City State

Jobber's Name

City

Say you saw it in **GOOD HARDWARE**

Glide Easy Cup Caster

TRADE MARK

PATENTED

Can't Squeak - Can't Scratch - Insect Proof

Sockets for wooden furniture
are included with each set.

Special Sockets in various sizes
are furnished for metal beds.

**THESE 3 SIZES
COVER ALL
FURNITURE NEEDS**



**Dealers'
Introductory
Assortment**

1 Doz. Sets of each size
(attractively boxed 4 to a
Set) with Display Easel,
in a Shipping Carton—24
Lbs. Cost you \$15.12.
Retails for \$25.20.

Order through your Jobber
or direct from

SANITARY CASTER CORP'N
26 SCOTT STREET, NEWARK, N. J.

LIST PRICES

		Doz.	Sets
1 1/2"	\$7.20	"	"
1 3/4"	8.40	"	"
2"	9.60	"	"

Say you saw it in GOOD HARDWARE

This Watch Holds the World's Sales Record



Patrol
\$1.65

*The complete
Waterbury line is*

Patrol	\$1.65
Patrolite . . .	2.50
Comet	3.00
Cometlite . . .	3.75
Jewel	3.75
Jewelrite . . .	4.50
Mate	3.75
Wristlite . . .	4.75

*Retail Prices Shown
(including tax)*

Your jobber is ready to supply you with 18- or 36-watch assortments, giving you full line Waterbury representation, and practical display material to tie up with Waterbury national advertising

NEARLY fifty million duplicates of this watch have been sold. They have paid large profits into the retailers' pockets, and have constituted one of the greatest forces in teaching the public to buy and use watches.

This popular watch is now offered under our own brand—Patrol. It is rightfully the leader of the Waterbury line. The sales record of Patrol is secure because it has those two most important elements of salability—popular price and honest, dependable quality.

The seven other Waterbury Watches are just as salable merchandise as Patrol. They permit the dealer to realize a higher average profit than is possible in handling any other non-jeweled watch line.

Remember these points about the Waterbury line—

Backed by the largest advertising campaign ever undertaken by a watch company.

Your profits protected by standard advertised prices. Liberal margins for the dealer. Your average profit is 85c per watch.

A full selection without excessive stocks. A watch for every need and pocketbook—plain and luminous dials—pockets and wrist models—four different sizes.

Every watch guaranteed. We are prepared to give prompt return and repair service at fair prices.

The Waterbury policy is centered, not upon selling the dealer, but upon helping the dealer to sell.

WATERBURY CLOCK COMPANY

FACTORIES: WATERBURY, CONN.

Sales Offices

NEW YORK
137 Centre St.

CHICAGO
215 W. Randolph St.

SAN FRANCISCO
360 Fremont St.

Say you saw it in GOOD HARDWARE

STIMPSON FORKED RIVETS



Your Jobber Will Supply You
SPECIFY "FORKED RIVETS"

Edwin B. Stimpson Company

801 Kent Avenue, Brooklyn, N. Y., U. S. A.

Say you saw it in GOOD HARDWARE



US Improved Thirty-Thirty *Puts 30-30 Rifles into the High-Power Class*

Here's a new 30-30 cartridge that will give sportsmen the punch and power that they have always wanted but until now have not been able to get, in a cartridge of this type.

It gives greater muzzle velocity, greater striking energy, longer range, lower trajectory and quicker mushrooming.

The muzzle velocity has been increased to 2125 foot seconds, which has resulted in raising the striking energy from 1519 foot pounds to 1707 foot pounds.

This is what the 30-30 user has always sought. Now he can have it.

This cartridge will be advertised and there will be a demand for it wherever 30-30 rifles are in use.

It will sell at the same price as the regular 30-30.

Before making up your order for ammunition, get prices and descriptive folder No. Y-129 from us at once by mail.

You ought to carry US Ammunition. You will be doing your customers a special favor by having on hand the US Improved 30-30 and for your small bore users the US 22 N. R. A.

US CARTRIDGES AND SHELLS

UNITED STATES CARTRIDGE CO., 111 Broadway, N. Y.

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

Say you saw it in GOOD HARDWARE

Have you read the **HERCULES GUARANTEE**



Here it is:

Hercules "Cold Soder" is guaranteed to mend holes, cracks, or leaks in any kind of metals, aluminum, granite ware, tin, galvanized ware, brass, copper, steel, iron, lead, gas, steam and water pipes. Will tighten pipe joints and stop leaks and cracks in cylinders, gas tanks, automobile radiators, etc.

Over a million homes are now using Hercules with keenest satisfaction. A big advertising campaign is creating buyers in your locality.

Get a carton of 24 tubes from your jobber and display on your counter.

HERCULES PRODUCTS COMPANY, Council Bluffs, Iowa.

HERCULES

Cold Soder

Say you saw it in. *GOOD HARDWARE*



Some Practical Sales Talk for Silverware Salesmen

IF you manufacture or sell silver plated ware you know the value as a base of Seymour nickel-silver. You know the high reputation it always has maintained. You know that, based on the coming-out cost, it is the most economical, as well as the most satisfactory base that can be bought.

Hereafter Seymour nickel-silver containing ten percent or more of nickel will be marketed under the brand name of "Silvore." Its high standard will be rigorously maintained. No Seymour metal will be sold under the brand name with a nickel content of less than ten percent. Silvore always will mean "10% nickel or better."

You know how the use of Seymour metal—Silvore—adds value to silver plated ware. You know how similar in appearance, texture and weight it is to sterling silver—how its use makes the beauty of silver plate last.

Consumers heretofore have not known these facts. We are now putting them before the public in full pages in the *Saturday Evening Post* and other publications.

We are making no invidious comparisons. We are doing a constructive work for manufacturers of silver plated ware. We are telling prospective purchasers what you already know—that when a dealer assures them an article is made of Silvore, or on a Silvore base, it means a big additional value.

If the brands you are handling are made on a Silvore base, take advantage of this new sales argument. It is no empty "talking" point. It is a statement of a definite, concrete value in the goods, which every customer who has seen our advertising of Silvore will appreciate and understand.

SEYMOUR SILVORE

MARK OF  SILVORE

THE SEYMOUR MANUFACTURING COMPANY, SEYMOUR, CONNECTICUT

Say you saw it in *GOOD HARDWARE*



The King No. 17

Breech Loader

The Latest Member of This Famous Family

THE New King No. 17, which is designed to shoot darts as well as shot, will remind many of our old original model, the first practical air rifle made in America. It breaks about the center, and has an automatic locking device.

It is very substantially built. The barrel and all metal parts are finished in gun blue, with neatly finished walnut stock. The

gun measures 32 inches in length, weighs about two pounds, and is packed one dozen in a case. Retail price \$2.00.

There is a King Air Rifle to suit every demand, from the King Pop Gun at 25 cents to the big "thousand-shootin' King" at \$3.50. Order today from your jobber, or let us know if you have any difficulty getting the numbers you require.



The Markham Air Rifle Company
PLYMOUTH, MICHIGAN

Oldest Makers of Air Rifles in America

KING AIR RIFLES

Say you saw it in GOOD HARDWARE



Three points to consider when you stock a paint specialty

1. *Will it mean satisfied customers?*
2. *Will it give rapid turnover?*
3. *Will it fill a real gap in your line?*

HOW do the paint specialties in your stock line up when you apply the test of the above questions?

The unusual increase in the "over-the-counter" sales of Barreled Sunlight is due to the way in which this paint meets each of these requirements.

Barreled Sunlight is a white paint with a smooth, lustrous finish that resists dirt. It can be washed like tile. It is less expensive than enamel, covers better and is much easier to apply. That is why Barreled Sunlight users are not only "satisfied customers" but enthusiastic boosters.

Barreled Sunlight is ideal for interiors of many kinds. Its use is increasing not only in industrial plants but for walls and woodwork

in homes, office buildings, stores, shops, hotels, etc. Backed by an extensive advertising campaign, it is bringing rapid turnover and quantity sales for dealers everywhere.

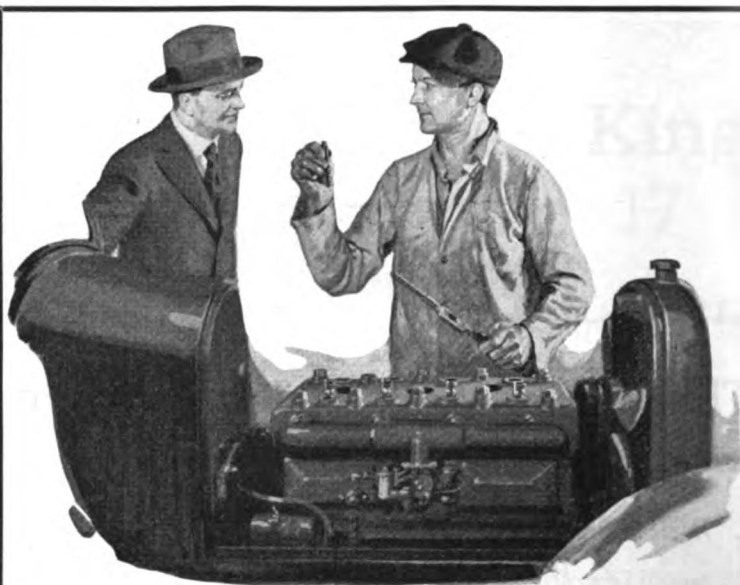
Exclusive dealers for other manufacturers' lines are featuring Barreled Sunlight today. There is no better proof that this specialty fills a gap in any stock, no matter how complete. Communicate with us or with our nearest distributor and let us show you how Barreled Sunlight can build business for you.

Sold in cans from half-pint to five-gallon size—also in barrels and half-barrels. Sample can sent on request.

U. S. GUTTA PERCHA PAINT CO.
45 Dudley Street Providence, R. I.

Barreled Sunlight





“Ezy-Out will get that broken screw”

“**I**T USED to take me a half hour to get a broken cylinder head stud out of the casting. But since I got a hold of ‘EZY-OUT’ it’s a three-minute job. You see I just drill a hole in the broken stud, slip in an ‘EZY-OUT’—slap on a tap wrench and out she comes on her own threads without any retapping to do. No more cussing or busted files and punches. Just as easy as winding your watch.”

“EZY-OUT” is the friend of the garageman and the mechanic. Broken cap screws, set screws or studs hold no terrors for “EZY-OUT.” This little tool removes them without effort.

“EZY-OUT” sales are growing each year and are paying dealers an excellent return. Let us quote you prices and discounts.

The

CLEVELAND

TRADE MARK REG. IN U. S. AND FOREIGN COUNTRIES

**TWIST DRILL
COMPANY
CLEVELAND
NEW YORK - CHICAGO - LONDON**

Say you saw it in GOOD HARDWARE



"The Cash Box"

A trim little carton that's making Big Money for Accessory Dealers

QUICK profit, neatly boxed—ready sales, handy stock, fast turnover—that's the *Milwaukee Timer for Fords*! Nice business, isn't it? No wonder you find *Milwaukee Timers* stocked and featured by progressive hardware dealers everywhere.

Who wants to waste time trying to move unadvertised, unasked-for timers when the demand is all *Milwaukee*?—when the biggest advertising backing ever given a timer is sending *Milwaukee* customers to the auto supply and hardware stores of America?

The *Milwaukee Timer* can and should be one of *your* chief sources of profits. Order a supply from your jobber today—March, April and May are big timer months.

If you haven't a Milwaukee Timer Steel Display Stand for your window or counter, write us for one. Lithographed in 5 colors—holds actual timer and brush assembly. Free, postpaid, on request.

Milwaukee Motor Products, Inc.

(Formerly Milwaukee Auto Engine & Supply Co.)

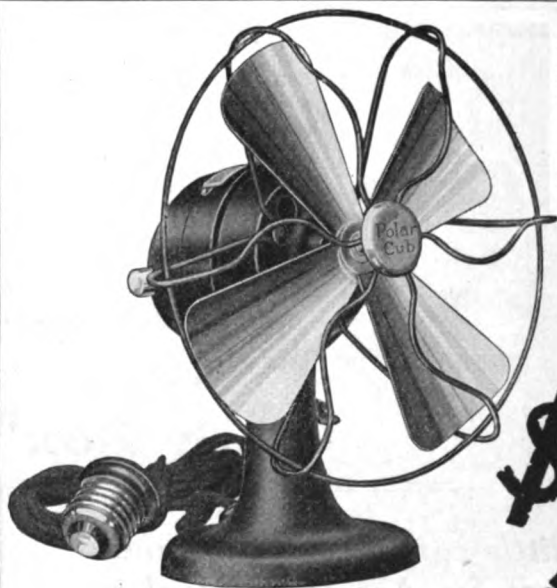
Milwaukee, Wis.



MILWAUKEE TIMER *for* FORDS

A *Milwaukee Timer* keeps a Ford smooth running and efficient—free from ignition troubles for thousands of miles. Its hotter, more uniform spark gets the utmost out of the Ford engine—makes every cylinder do its best. That's why it outsells all other timers 3 to 1.

Say you saw it in GOOD HARDWARE



Polar Cub
Model G 6 in-
ches. Height
over all, 8 in.
Diam. of
Guard, 6½ in.
Diam. of
Blades, 6 in.
Net Weight, 2
lbs., 6 oz.

\$5

Does it look \$5 worth?

It not only does, but it is the biggest \$5
worth of electrical fan on the market

1922 REFINEMENTS

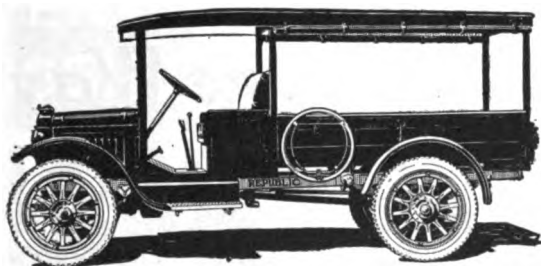
Bronze reservoir bearings; Solid brass blades, hand buffed and lacquered; Solid brass fittings, hand buffed and hand lacquered; Positive motor shaft alignment. With standard Polar Cub Motor.

Send for special Polar Cub Catalog. Get your order in early for these big profit-making Polar Cub Electric Fans. The Only Electric Fan at \$5. The Electric Fan that everybody buys. A postal will bring you full information and the name of your nearest jobber.

Polar Cub
REG. U.S. PAT. OFF.
ELECTRIC FANS

THE A. C. GILBERT CO., 430 Blatchley Ave., New Haven, Conn.
New York Chicago San Francisco Toronto London

Say you saw it in GOOD HARDWARE



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.

You Can Cut the Cost Of Delivery Service



**Other Body Types
include:**

Screen Enclosed
Stock Rack
Tank Body
Open Express
Double Deck
Bottlers Body
Dump Body
Grain Body
Carry-All
Panel Body
Police Patrol
Bus Body

The Republic Rapid Transit costs less to buy, less to operate and less to maintain than any other truck of its class.

It is speedy and dependable—with a reputation for unequalled service.

For Hardware merchants, the Republic Rapid Transit is generally admitted to be the most economical delivery equipment.

Write for Vocational Catalog showing Republic Trucks Operating in the Hardware Business

The Republic Line: $\frac{3}{4}$, 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT

Republic has more trucks in use than any other
exclusive truck manufacturers

Say you saw it in GOOD HARDWARE

Only One Way

DON'T be tempted into trying out any so-called "short-cut" routes to greater sales.

The only way to get ahead is to pick the right road and stay on it. You know you are on the right road the moment you become a Revere dealer, for the quality of Revere Tires and Tubes—their reputation—the principles upon which they are made and sold—the fairness of profits granted—these are all un-failing signs that lead you straight to steady income and security.

REVERE RUBBER COMPANY
1790 BROADWAY NEW YORK



Say you saw it in *GOOD HARDWARE*

EVERY HOUSEWIFE A POSSIBLE BUYER OF AN ELGIN OVEN

Elgin

Dealers everywhere are making good profits from the small-sized Elgin Oven, because housewives want the oven which—without overheating the kitchen—bakes pies, cakes, meat loaves, etc., on top of a gas range, oil stove or Elgin Gas Hot-Plate, with 75% less fuel than a large range oven requires.

Elgin Ovens made in various sizes—of strong, one-piece construction—and sent from factory securely crated and wrapped in paraffin paper. An Elgin Oven often can be sold in combination with an Elgin Gas Hot-Plate of one, two or three-burner size. Elgin Laundry Stoves also in good demand.

Write for complete descriptions and price-lists.

Elgin Stove & Oven Co.

Elgin, Ill.

Eastern Distributors:

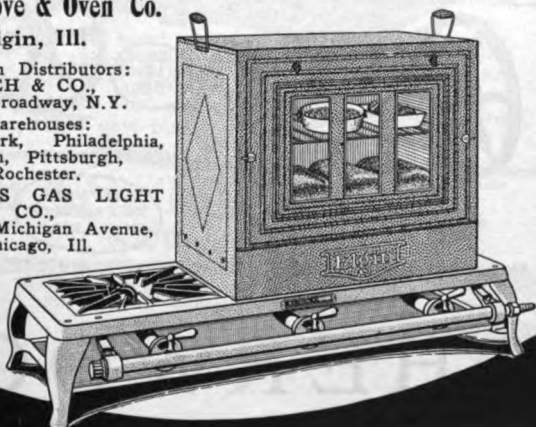
BEH & CO.,
1140 Broadway, N.Y.

Warehouses:

New York, Philadelphia,
Boston, Pittsburgh,
Rochester.

PEOPLE'S GAS LIGHT
CO.,

122 So. Michigan Avenue,
Chicago, Ill.



Say you saw it in GOOD HARDWARE

"Ask your boy, he knows!"

If you have a boy, try this on him: Ask him whether he'd rather have a coaster wagon with real shock absorbers or without them.

He'll say "With shock absorbers." Count on that! Every boy likes them.

Sherwood's are the only coaster wagons made with shock absorbers. Sell boys what they really want—Sherwoods.



Ask about our 1922 Spring Models

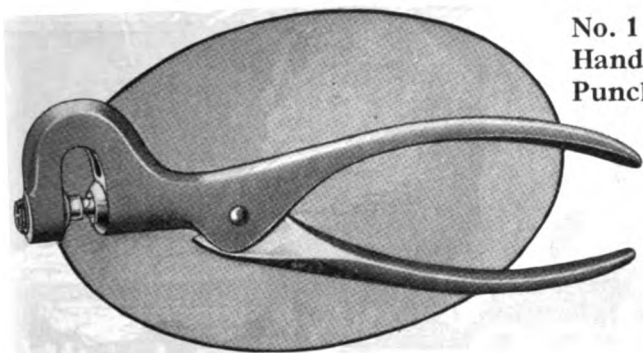
SHERWOOD BROS. MFG. CO.
CANASTOTA, N. Y.



Sherwood Spring Coaster. Roller bearings give speed. Steel shock-absorbing springs give comfortable, easy riding. Rubber tires give quiet gliding. Riveted steel wheels and frame give strength. Lifting capacity, one ton.

SHERWOOD

Say you saw it in *GOOD HARDWARE*



No. 1
Hand
Punch

Morrill Hand Punches

Make clean, round holes in paper or metal

THE demand for Morrill's hand punches is steady and consistent and a small stock will generally prove profitable to almost any hardware merchant.

The one illustrated is for paper, leather and other pliable materials. Made of semi and tool steel and does a clean cut job on the type of work it is intended for. Will take material up to one-quarter inch thick. Particularly adapted for loose leaf work.

A stronger, sturdier tool is the "Hercules," which punches holes in metal. Will punch a quarter-inch hole through No. 18 sheet iron or its equivalent. Made of cast and tool steel. Used largely by automobile manufacturers and repair shops.

These hand punches are further examples of the Morrill line of quality tools that are building confidence in thousands of merchants who sell them and that are bringing them new business every day.

CHAS. MORRILL

NEW YORK

Nail Puller

A tool that any man can be proud of. Safe, sure and long lasting.

Saw Sets

For every type of saw. The name Morrill is all you need to know.

Bench Stop

Every work bench needs one. Lasts for years.



Say you saw it in GOOD HARDWARE



YOU'LL PROFIT

30,000 Fires occur every 24 hours. The Fire Demon never rests. Every minute of the day and every hour of the night he treads on the homes of the rich and poor, leaving death, anguish, and ruin in his wake.

You, Mr. Dealer, can stop him. You can sell for a price that every man can afford to pay, A New and Wonderful Device that makes the Fire Demon powerless. You can supply your community with Fire D-e-t-e-c-t-i-o-n and Protection. An Automatic Fire Alarm System for every home, factory, store, school, etc.

THE GUARDIAN FIRE DETECTOR

Warns before a Fire has a chance to do damage. Five to ten seconds after even a small fire has started, The Fire Guardian will make the contact and ring the bell. This is protection. Endorsed by Fire Underwriters. Thousands have been sold.

The Hartford Fire Insurance Co.'s publication says, "The Ford of Fire Alarms." A new automatic Fire Alarm at a price every home owner can afford.

Retail Price

\$5



STOP THE FIRE DEMON and at the same time make a good profit for yourself. The Fire Guardian is a Trade Getter.

OUR AUTOMATIC DEMONSTRATOR SELLS THE GUARDIAN

Get one of these new demonstrators for your window or counter. Write for dealers' prices and full details of the many ways in which the Fire Guardian will increase your business.

Sold through regular Distributing Channels.

I. A. Bennett Electric Mfg. Co.
110 W. Adams St. Chicago

Say you saw it in **GOOD HARDWARE**



once in a lifetime

-but

when you sell a man a Meisselbach "Fishing Reel of Quality" it will be a long time before you sell him another, because the MEISSELBACH reel is built to last.

but

the MEISSELBACH you sell will give so much delight that you'll make a steady customer for everything else in the fishing tackle line you sell.

Why not push the Meisselbach reel as your leader?

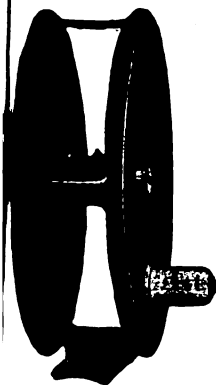
"Takapart" "Tripart" "Triton"
"Rainbow" "Surf" "Neptune"

Order Now

A. F. Meisselbach Mfg. Co.

Otto Heineman, Pres.

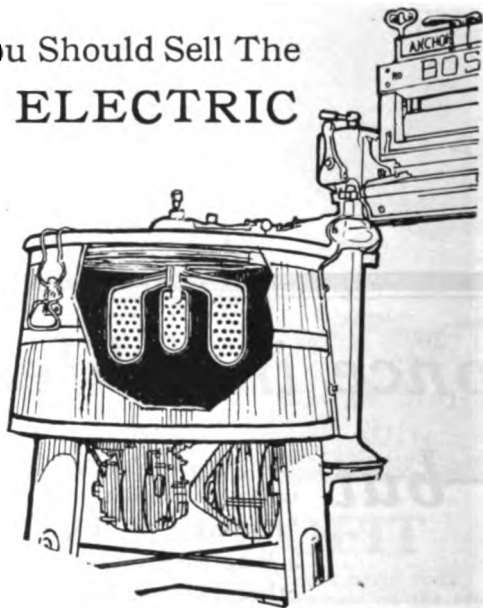
25 West 45th St., New York City



"RAINBOW"

Say you saw it in GOOD HARDWARE

Why You Should Sell The BOSS ELECTRIC



You can make more profit on easy payment sales of THE BOSS ELECTRIC than on cash sales under our new financing plan.

**NO TIE UP OF CAPITAL
or Guarantee of Accounts**

Every home in your community should have a Boss Electric Washer with the wonderful new AEROWING Principle. Only \$5.00 down payment required and dealer gets his money immediately just as if he had made a cash sale.

Write us for particulars and give name of your nearest jobber.

THE BOSS WASHING MACHINE CO.
CINCINNATI

*Also makers of the popular Boss water power,
hand power and belt power washers.*

Say you saw it in GOOD HARDWARE



Do not fail to see these Lionel Outfits with Twin-Motor Locomotives

Additions to the Lionel line that had a record sale in 1921 and which will boost your business

THE Lionel 1921 business broke all records, a marvelous showing when you realize how deeply depressed every line of business was during that difficult year.

And 1922 promises to break every 1921 record with the fast selling, new items of the Lionel line.

Twin-Motor Locomotives

The new Lionel twin-motor locomotive enjoyed a most remarkable sale during the season just passed. It was used in hundreds of stores for continuous demonstration.

Its hauling power is increased 100% over ordinary electric toy locomotives, making it capable of drawing twenty cars. It runs backward or forward—fast or slow—and is built with the finest workmanship ever put on a toy electric locomotive.

LIONEL TOY FAIR

Don't fail to attend the big Lionel Toy Fair. It's here whenever you are! 48-52 E. 21st St. New York

Electric Warning Signals

The New Lionel electric bell warn-

ing signal for Standard and "O" gauge track not only sold remarkably in 1921, but is bringing in astonishing repeat sales between seasons. This signal rings at the approach of a train. See it at our showrooms when you are in New York.

Improved Lionel "Multivolt" Transformers

The National Board of Fire Underwriters has unqualifiedly O.K.'d the improved Lionel "Multivolt" Toy Transformers. Never before has such a fine electrical instrument at such a low price been offered to the trade. We know how much the public approves of this new device. Its sale has proved beyond doubt its lasting popularity.

Every Lionel number has been reduced in price in spite of big improvements all through the line. And this year more and finer advertisements than ever before will be published in the National magazines. New dealer helps will soon be ready to aid your sales.

Send for the Lionel catalog. Make your plans to carry a big Lionel stock

THE LIONEL CORPORATION

48-52 East 21st St. Entire 6th Floor New York City

LIONEL ELECTRIC TOY TRAINS

& Multivolt Transformers

Say you saw it in GOOD HARDWARE

Get your share

There will be a lot of money made on vacuum cleaner sales with the coming of spring housecleaning time. You are entitled to your share of it, and you will get it and more too, if you sell the



BEE-VAC ELECTRIC CLEANER

Unexcelled cleaning ability, combined with light weight and great durability, make the BEE-VAC a general favorite. Its low selling price, \$42.00, east of the Rockies, makes it easy to sell.

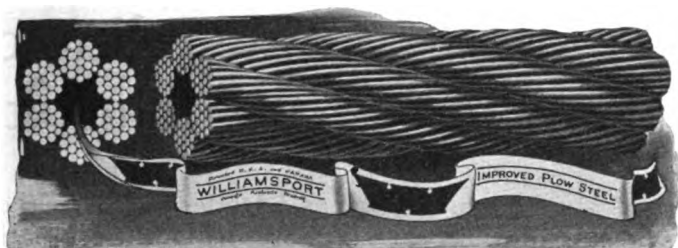
And there is a mighty good profit for you in every sale.

*Get that
order off
to your
jobber
today*

*Made and
Guaranteed by the*

B I R T M A N
ELECTRIC COMPANY
Dept. D 6
Lake & Desplaines Streets
CHICAGO

Say you saw it in GOOD HARDWARE



WILLIAMSPORT

presents to Dealers the outstanding

WIRE ROPE

proposition of today.

It presents more selling features than any wire rope manufactured.

Our method of manufacture and testing, the uniformity in quality and the new "Telfax" patented Tape woven through the hemp core, which enables the seller and user to instantly identify each grade of wire rope, is of utmost value to dealers and distributors of Wire Rope.

Write us for further particulars

WILLIAMSPORT WIRE ROPE COMPANY

Main Office and Works: "Accepted as the Best" Gen. Sales Office: Peoples Gas Bldg.
Williamsport, Pa. Chicago, Ill.

Distributors: Van Camp Hardware and Iron Co., Indianapolis, Ind.
Richards & Conover Hardware Co., Kansas City, Mo.

Say you saw it in GOOD HARDWARE

The most complete line of Firearms on the market

You have known Savage as a leader in the field of sporting rifles, repeating shotguns, and automatic pistols.

You have known Stevens as the maker of time-proved shotguns, small-bore rifles, and target pistols.

Now know the Savage-Stevens complete line—the most complete line of firearms on the market.

Savage high-power rifles—manufactured in both lever-action and bolt-action models, and in a variety of calibers to meet every need of the big game hunter. Accurate and powerful.

Savage .22 rifles—characterized by the same accuracy and durability built into the Savage high-power rifles. Models: single-shot, repeating and N.-R. A. target.

Savage repeating shotgun—accurate and hard-hitting; hammerless, solid breech design; Savage high-pressure, smokeless barrel.

Savage automatic pistols—“Aims as easy as pointing the finger.” A ten-shot, self-loading arm, made to fit the hand.

Stevens double barreled shot-guns and repeating guns—noted for long-range, close-shooting qualities. In every respect the equal in accuracy of much higher priced guns.

Stevens small bore rifles—at once the most economical and accurate rifles on the market. Stevens barrels are famous for straight shooting.

Stevens single barreled shotguns—the most complete line of single guns manufactured by one firm. Stevens accuracy and durability throughout.

Stevens single-shot pistols—for either target or small game. The shooting qualities of a single-shot pistol combined with the balance and grip of an automatic.

A complete line of firearms means more sales, more profits for you.

The Savage and Stevens lines will continue to be handled exclusively through the regular jobbing channels.

SAVAGE-STEVENS

Say you saw it in GOOD HARDWARE



You demand the best
—So does your customer



Ask some of the most
 successful distributors
 of lamps and they will
 say:—



“If you demand the ut-
 most in efficiency, long
 life and service, then
 get behind



SAVE

‘The quality incandescent lamps’ ”

Sold Outright

No Resale Restriction

Order from your Jobber

If your Jobber does not handle, write direct



Save Electric Corporation

Front and Main Sts.
 TOLEDO,
 OHIO

220-254 36th St.
 BROOKLYN,
 N. Y.



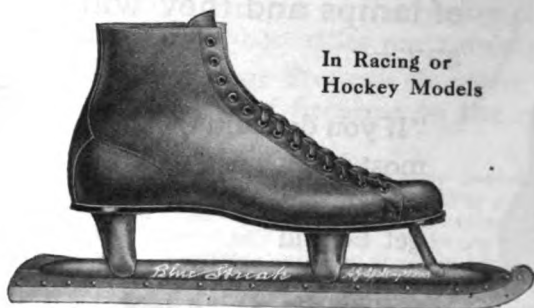
Executive Offices, TOLEDO, OHIO

Say you saw it in **GOOD HARDWARE**

SPALDING

Blue Streak

Tube Skate and Shoe Combination



In Racing or
Hockey Models

Patented January 28, 1919; March 4, 1919

Improved Methods of Construction Make
The *Blue Streak* Skate Unbreakable

A. G. SPALDING & BROS. is the only firm in the world that manufactures its own skates as well as its own shoes. This enables us to perfectly fit every single combination from cheapest to best.

A SKATE TO FIT THE SHOE
and A SHOE TO FIT THE FOOT

A. G. Spalding & Bros

NEW YORK
126 Nassau Street

CHICAGO
211 South State Street

And all principal cities of the United States and Canada

Say you saw it in GOOD HARDWARE



KRISS KROSS STROPPER

For All Safety Razor Blades

Would you, Mr. Dealer, regularly patronize a barber who shaved you with a razor which was not properly stropped?

Then why do you expect your customers—the men who come into your store—to use a safety razor blade without properly stropping it? How can they—or you—expect smooth, clean, easy, comfortable shaves from an unstropped blade?

In selling the Kriss Kross, you sell a man-sized comfort device for properly stropping safety razor blades. The Kriss Kross gives the same fine edge the expert barber secures—the diagonal stroke does it.

The Kriss Kross will strop all regular safety blades. Think of the sales possibilities this opens up. Your profit is attractive. The Kriss Kross is guaranteed for ten years.

Imprinted circulars and handsome cut-outs for counter and window display furnished to dealers.

Get in touch with your jobber, or write us direct.

The Barber's Diagonal Stroke

RHODES MANUFACTURING COMPANY

1115 Times Building
SAINT LOUIS MISSOURI

Say you saw it in GOOD HARDWARE



"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of the trade.

GALVANOID is heavily electro-zincked *after* weaving by our modern process. Then a coating of transparent varnish is *baked* on. It is firm, durable, and attractive—the *best* grade of galvanized cloth made. *Order through your jobber.*

We also make

"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO. Chicago, Ill.

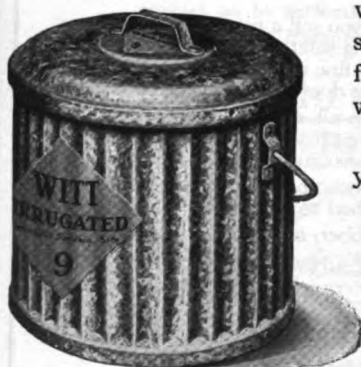
Factories: Chicago, Ill.; Mt. Wolf, Pa.

They Last!

Witt Yellow Label Ash Cans and Garbage Pails are made of heavy sheet steel, corrugated for extra rigidity and strength, protected by heavy iron bands and finished by the hot dip Galvanizing process

which effectively closes all seams, eliminating the inferior solder. Is it any wonder that they last?

Your Jobber can supply you.

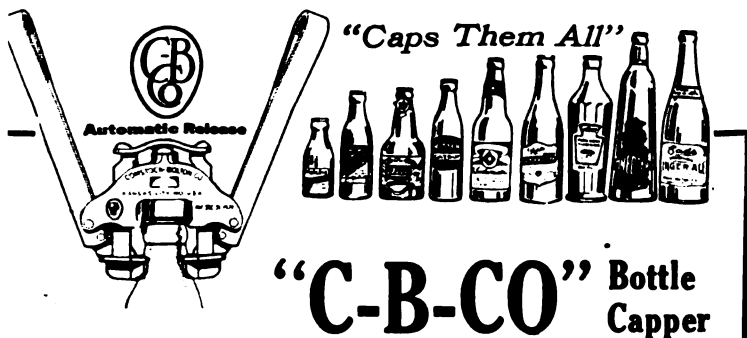


The Witt Cornice Co.

Cincinnati, Ohio

Also makers of the lighter weight Brighton line of Cans and Pails. Write for quotations.

Say you saw it in GOOD HARDWARE



Simplest and Most Practical

A necessity for bottling home-made chili sauce, catsup, cider or any liquid that requires an air-tight seal. Easy to use; caps any bottle instantly and securely.

Complete in Itself

No blocks, no keys, no springs, no adjustments.

Dealers—Make sure you have a stock on hand. If not, see your jobber at once or order direct from the factory.

Comstock-Bolton Co. 1935 E. 15th St.
Kansas City, Mo.



**Work Gloves
Your Jobber
Likes to Sell**

TWIN SEAM leather palm work gloves are a favorite line with jobbers, because they're steady, consistent sellers and practically every merchant who once buys them reorders in larger quantities.

The jobber finds TWIN SEAM Work Gloves easy to sell, because their superiority is so plainly evident, and the price is no higher than for ordinary leather palm work gloves.

It will pay you to buy TWIN SEAM Work Gloves from your jobber, because you can buy in small quantities, select only the desirable styles and do a big business on a small investment. Ask your jobber for TWIN SEAM samples and prices!

U. S. GLOVE CO.

Marion

Indiana



**ALLEN
SOLDERING FLUX**

**Hardware Dealers
Electrical Dealers**

Here is a flux that does more than cause *Solder to stick to metal*—it makes your customers stick to you.

To induce the *Dealer* to place with us a trial order we make this

SPECIAL OFFER

- 1 Allen Soldering Stick
 - 1/2 pound Allen Soldering Salts
 - 1 can Allen Soldering Paste
 - 1 bar Allen Aluminum Flux
- Non-Corrosive—Guaranteed**

All for \$1.00

Postpaid

Send your order for this special offer,
and ask for Dealers'
Prices and Discounts

L. B. ALLEN COMPANY
INC.

4565 N. Lincoln St., Chicago, Ill.

*The World's
Largest Manu-
facturer of
Soldering Flux*



Say you saw it in **GOOD HARDWARE**

This Red Devil Easel Board Will Boost Your Tool Sales



YOU can interest every mechanic, electrician, motorist and householder with this unusual display. Feature it prominently in your window or show case and watch your sales go up. *No selling expense—requires no attention.*

Each board contains nine pliers neatly mounted, with prices plainly indicated—balance of fifteen pliers are shipped loose and are for your stock. *You carry a complete stock of pliers without overstocking yourself.*

Send for circular and trade prices

SMITH & HEMENWAY CO., Inc.
Manufacturers of "Red Devil" Tools 251 BROADWAY, NEW YORK

Keeps Your Dollars Turning

A million homes already use the Comfort Iron—a million more are ready to buy. It's a time-proved, sure-fire seller! Stock it!

More families than ever before are doing their own washing and ironing. "Comfort" sales are increasing daily.

The price is right. You get a good profit.

Comfort Irons save miles of steps, cost less to operate and heat as they iron.

Warm days—time for quick sales—draw near. Get our introductory offer. Electrotypes free. We pay for first ad in your local paper.

Ask your jobber.

**NATIONAL STAMPING
and ELECTRIC WORKS**
Chicago, Ill.

Heats Itself Sells Itself



**Heats While
It Irons**

"COMFORT"
Self-Heating
IRON

Say you saw it in **GOOD HARDWARE**

Where's the crank?



Hot times are coming! Get in a stock from your jobber.

There isn't any!

If you've ever labored with an old-fashioned ice-cream freezer, you'll realize how salable the Auto Vacuum Freezer is!

The name means what it says. "Auto" is short for Automatic. "Vacuum" means a sealed insulation space which surrounds the ice compartment, retaining all the freezing effect.

In 45 minutes delightfully smooth ice cream is made—*without cranking!*

Auto Vacuum Freezer Company, Inc.

220 West 42nd Street

New York City, N. Y.

Three Factories

Main Office: Toledo, O.

The American National Company

Makers of world's largest, most complete Line of Juvenile Autos

Let this American Juvenile Auto Help You

Cash in on our year 'round National Advertising Campaign. This handsome vehicle, No. 552-E. L., is featured. It is an original, distinctive "American" model; has real electric head, tail, spot lights, Jarnot springs, wind shield, fenders, gas tank, spare wheel. Brings in the kiddies.

The **American** Line Beautiful.

Built—not made

Known 'Round the World. Nationally Advertised.

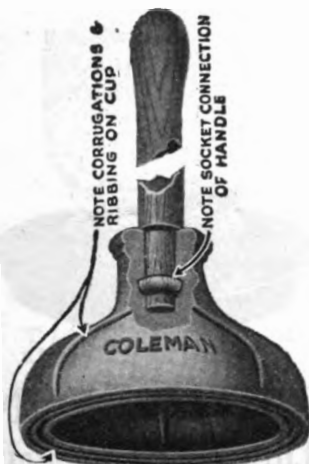
Includes
Steel Wagons
Coaster Wagons
Express Wagons
Doll Vehicles
Baby Vehicles
Juvenile Bicycles
Hand Cars
Velocipedes
Girls' Tricycles



"See American Line First"—Sells Itself

See you saw it in GOOD HARDWARE

No Hardware Stock is Complete Without This SUCTION CUP!



IF you are the type of jobber or retailer who wants to offer his customers only the best in each line, you will want to know more about Coleman's Perfect Cups.

These cups are made in 4", 4½" and 5½" sizes of a specially prepared high-grade gum rubber, both red and black, and are so constructed that the cup cannot come off the handle while in use. They carry the manufacturer's absolute guarantee.

Send in a small order to try it out.

Manufacturers of
High-Grade Window Cleaners

ALLAN J. COLEMAN

Manufacturer

208 N. WABASH AVE.
CHICAGO, ILL.



BEAVER
Switch Plug
Cord Set, Catalog No. K-2

BEAVER Complete Cord Sets

Quick-selling accessories for your electrical appliances.

THOUSANDS of women today are looking for complete cord sets to replace the old, worn-out ones now on their electrical percolators, electric irons, toasters, etc.

This business is yours without the annoyance of making up your own sets. Beaver has done that for you. Beaver has a complete cord set for every type needed—all individually packed ready for display in your windows.

Beaver Cord Sets are made up with seven feet of high grade asbestos covered heater cord, Benjamin standard type two-piece attachment plug, and fitted with Beaver Switch Plug, Beaver Gripall and Beaver Feed-Thru Switch.

The Beaver Switch Plug and Gripall fit all standard makes of electrical appliances and make perfect contact on either flat or round terminals. Beaver cord sets are properly assembled and frayed ends of cord bound in.

Order through your jobber now

**BEAVER MACHINE &
TOOL COMPANY, Inc.**

Factory: Newark, New Jersey
Sales Dept.: 50 Church St., N. Y.

Say you saw it in **GOOD HARDWARE**



Have You That Much Waste Space?

Why not devote it to profit making? 3 Sq. Ft. of floor space is all you need to install Bixler Staple Jewelry Department No. 2. No "ready cash" required. Our tested selling plan insures a good volume of business immediately.



is a source of big profits for scores of hardware merchants. Additional help or previous experience selling jewelry not necessary. The line includes only articles of jewelry in every-day demand—high-quality, medium-priced articles that everyone buys. No fads. Our article exchange feature eliminates "dead stock."



DISPLAY CASES

Supplied to Dealers

Bixler Department No. 2 comes in the beautiful plate-glass display case shown at left. Fits 3 Sq. Ft. of space. Cases are loaned to dealers. A postal will bring you full information about building up a successful jewelry department—quickly and without paying out money at the start.

The
Miles F. Bixler Co.
CLEVELAND
Dept. H-3

GIFTS THAT LAST



Retails at 15 cents

The new **SY-FON** Little Chick Fountain SELLS ITSELF

Here is something new in little chick fountains.

Works in a NEW way from ordinary little chick fountains.

It has two holes in the bottom—and still it does not leak!

Write today for a free sample and prices

(Big Consumer Advertising Campaign)

The **BETTER PRODUCTS**
COMPANY
COLUMBUS WISCONSIN

Say you saw it in *GOOD HARDWARE*

The Original
 "COOK AND SERVE IN THE SAME DISH"
Guernseyware
 ON THE STOVE ~ IN THE OVEN ~ ON THE TABLE ~

America's Highest Quality and Best-Known Vitrified Porcelain Cooking Ware

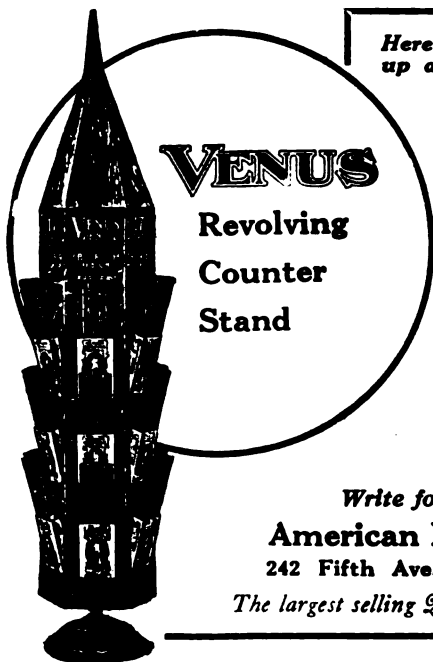
The name, the trademark and the superiority of Guernseyware Tea Pots, Casseroles, Ramekins, Cocottes and Baking Dishes are so familiar to American women, that with little effort Guernseyware dealers make tidy profits from year-'round sales.

Write for full illustrated catalog of Guernseyware Cooking Utensils. We will also be glad to give you detailed information regarding our Hotelware Line.

THE GUERNSEYWARE CO.
 Cambridge, Ohio



Advertising in Foremost Women's Magazines On Each Piece



VENUS
 Revolving
 Counter
 Stand

Here's an easy way to build up a profitable business on the world famous

VENUS PENCILS

This eye-catching reproduction of the famous VENUS PENCIL, holding a dozen each of the 17 degrees of VENUS writing and drawing Pencils—and 1 dozen VENUS Copying—in plain view of your customers, enables every dealer to carry a supply at a small outlay. Dealers say the VENUS Revolving Counter Stand is the greatest pencil sales-maker on record.

Write for Special Offer

American Lead Pencil Co.

242 Fifth Ave., Dept. PH. N. Y.

The largest selling Quality pencils in the world.

Say you saw it in GOOD HARDWARE



TRIMO TOOLS

TALK No. 3

When you sell a TRIMO tool, you give the customer something that he can always depend upon to give good service and lasting satisfaction.

The TRIMO PIPE WRENCH, herewith illustrated, is made in all sizes steel handles, and also in 4 sizes with wooden handles.

Note the following saving advantages of the TRIMO Pipe Wrench: Steel frames will not break, saving replacing frames. Nut guards that keep the adjustment, saving time. An inserted jaw in the handle, saving the handle. The spiral spring is always in place.

Trimo Tools Talk No. 4 will appear in the next issue of this journal, featuring the TRIMO CHAIN WRENCHES.

Write to the manufacturers for full particulars.

THE TRIMONT MANUFACTURING CO.
Roxbury, Boston, Mass.

PENBERTHY Washing Machine Drainer



The Penberthy Faucet Adapter converts smooth into threaded faucet for attaching the drainer.

A Labor Saving Device for emptying and filling the machine, tub or boiler, thereby saving all the labor of lifting heavy pails. Simply attach to threaded faucet and city water pressure draws the water from any receptacle 2 to 20 feet below the faucet. *A Splendid Profit to the Dealer.* Send for circular and our Proposition to Dealers.

Penberthy Injector Co.
Detroit Mich. Windsor, Ont.

Say you saw it in GOOD HARDWARE

QUIKWERK
TOOLS

Carpenters' Wrecking Bars



*For prying, ripping,
nail-pulling, wreck-
ing, box opening. 12"
to 36" long.*

MOST people who continually use tools know that good tools do pay. And they like to do business with people that sell good tools. *Quality* in tool-making means everything. We're responsible for *that*. That's why QUIKWERK Tools are as good as they are—for your sake and ours. We all get further that way.

Order QUIKWERK Tools
through your Jobber

**THE WARREN TOOL
& FORGE CO.**
264 GRISWOLD ST.
WARREN, O.

QUICK-CLEAN-HANDY



"Stock up
now"

BLACK JACK STOVE POLISH

*House-cleaning time
is Black Jack time*

Check up now and see if your stock of **Black Jack Stove Polish**—(liquid and paste) is ample to take care of this month's demand.

Black Jack is the World's Champion all year 'round seller, but during housecleaning time it goes exceptionally fast.

Every month our national advertising tells hundreds of thousands of housewives that **Black Jack** is quick—clean—handy—fire-proof—long lasting—covered by a money-back guarantee.

That's one reason why it will pay you to concentrate on the **Black Jack** line.

If you're not handling **Black Jack** now, order today from your jobber. If he can't supply you write direct to us. Mail coupon below for price list and attractive display sign

**NICKEL PLATE STOVE
POLISH CO.**

Chicago, Ill.

Tear Off and Mail Today

Nickel Plate Stove Polish Co.,
Chicago, Ill.

Send me without cost or obligation complete price list of Nickel Plate Products and **Black Jack Stove Polish** [Display Sign.

Name

Street

City State

Jobber's Name

**If It's
SALES
You Want**

-Read This!

Merchandise that moves *out* of your store means money that moves *in*. Stovoil never lingers—dealer's shelves know it only for short intervals. *It sells and sells and sells!*

Why?

Because it is the only preparation in existence that successfully fights rust; because women everywhere know that for cleaning, polishing and removing rust from stoves and other metal surfaces it is a quick, sure worker; because over 90% of the operating gas companies use and recommend it; because it has been officially approved by every domestic science laboratory to whom it has been submitted; because it is well advertised in the leading women's magazines; because *it makes good on every claim made for it.*

Learn more about Stovoil. Know its profit possibilities for you. Dealers the country over have *proved* that Stovoil is one of those products that is made right, priced right, and sold right. Make us *prove* it to you—N-O-W!

Tom Tap

SUPERIOR LABORATORIES

Dept. 500
Grand Rapids, Mich.



THE ENEMY OF RUST

EASIER IRONING

**Less Time—Less Work
and Less Expense**



Royal

Self-Heating Iron

To iron with the old stove-heated irons is hot, tiresome, time-wasting work. Profit by offering your women customers the Royal Self-Heating Iron. It does an average ironing for **less than two cents** and can be used **anywhere**—in the coolest room, on the porch, or out under the trees.

The Royal further pleases because it is the right size and weight for easy ironing and because the heat can be regulated to suit all requirements. Every Royal fully guaranteed.

Selling Helps Free to Dealers

Royal Lithographed Window Trim
Royal Lithographed Counter Displays
Royal Colored Movie Slides
Cuts for newspaper advertising
Circulars for store use
Royal Salesmanship Manual (32 pages)

*Above Selling Helps will be
mailed promptly to any
Royal Iron dealer on request.*

Royal Self-Heating Iron Co.

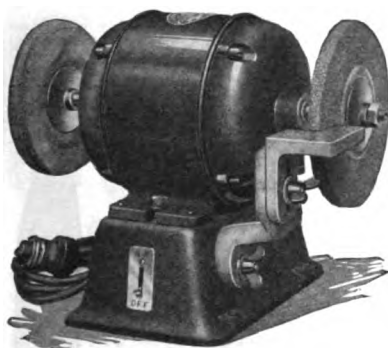
603 WAYNE ST.

BIG PRAIRIE, OHIO

Say you saw it in **GOOD HARDWARE**

A LEADER FOR YOU

Sell it for \$45 and be \$10 to \$15 below competition. Our price, F.O.B. Wausau,

\$25.00

This big 28-lb. Marathon OK Grinder and Buffer with $\frac{1}{4}$ hp., 110-220 volt, 60 cycle, totally enclosed, dust-proof, Marathon OK motor, will sell to car-owners, public garages, hotels, restaurants, machine shops, farmers, dentists—most everybody.

Has 6-in. Norton Abrasive Wheel and 7-in. Hanson & VanWinkle cotton buff.

Demonstrate it by doing your own grinding and buffing on counter or in window.

Slow motor speed (1740 r. p. m.) in connection with large wheels, gives just right working speed for safety and good work.

Motor guaranteed for one year—on Marathon Guarantee Service Plan. Ask for particulars.

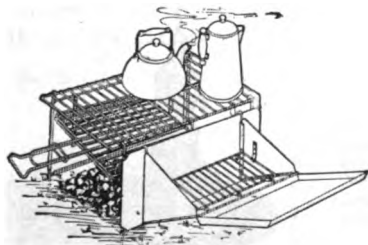
PRICES F.O.B. WAUSAU

Complete with A C motor as described	\$25.00
with D C motor, 32 or 110 volt	27.00
with D C motor, 220 volt	28.00
6-in. wire wheel, extra	1.50

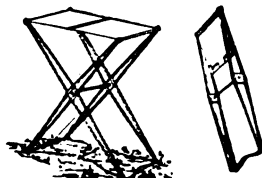
Marathon Electric Mfg. Co.

33 Island Street

Wausau, - - Wisconsin

*Prepare for the***Camping and Outdoor Season****"NUGGET" OUTFIT**

The "NUGGET" is a practical, folding Camp Stove and Oven. Cooks, Bakes, Broils. Outfit consists of Stove, Oven, Meat Broiler, Extension Handle, Folding Handle Fry Pan, and Kit Bag.

**"United" Products
The Best Equipment****ALL-STEEL CAMP STOOL**

Folding Camp Stool. Every part of steel. Seat pliable. All joints electrically welded. Tested to over 350 pounds. Height 16 in. Meets every demand and is a great seller.

We also make a complete line of Camp Grids and Camp Utensils

UNITED STEEL & WIRE CO. 10 Fonda Ave.
Battle Creek, Mich.

WRITE TODAY FOR CATALOGS

Say you saw it in GOOD HARDWARE

Spring

is the time to gain the friendship of the Paper Hanger. Nothing will please him so much as

R. MURPHY

STAY SHARP

Paper Hangers' Knives

which assure a neat job in record time.

Send today for the Bright Green Display Card to win his attention and trade—also for our New Catalogue of R. MURPHY Stay Sharp Knives for many different trades. Address Dept. G 3

R. MURPHY'S SONS CO.

Ayer, Mass.



Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

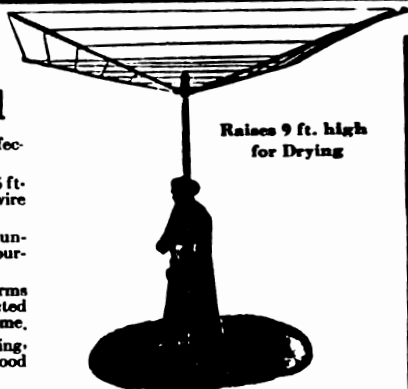
Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



**Raises 9 ft. high
for Drying**



**Lowers to 4
feet for
Loading**

Little Giant Clothes Reels are ORNAMENTS, not EYESORES. Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876

Say you saw it in **GOOD HARDWARE**



Meet the
I.C.U.
"family"

of 24 of the slickest "miracle workers" ever. I. C. U. Nickel Polish is one member. It is used by Rolls-Royce, Packard, Winton, Peerless and Hudson manufacturers; by the best dealers and garages in the country. Simply apply with a soft cloth, let it dry, then wipe it off with a fresh cloth. BOY—what a lustre, and how it does linger!

Send for Sample Can

and I. C. U. "family album," a complete "family" of the fastest turning line you ever handled.

THE LIVINGSTON CO.
Div. G

161 Day St. New Haven, Conn.



Like a
third hand
—that does two-thirds of the work

Do you wonder that Kester Solder is in such great demand? It applies its own flux. The operator is thereby relieved of the hardest part of soldering. It's like having a spirit hand to apply the flux



—enables an unskilled operator to do the work of a skilled mechanic—and it enables the skilled man to cut it soldering time in two! That's why it appeals to every class of hardware trade.

Send Coupon for Sample

Note how the flux flows on the work. Observe the perfect bond produced—the speed with which the work is done. See why every class of hardware trade demands it. Sold in one pound cartons, and on one, five and ten pound spools.

CHICAGO SOLDER CO.
4213 Wrightwood Ave.
Chicago,

Factory Representatives:
The Faucette-Houston Co.,
Chattanooga; The Louis J.
Ziesel Co., San Francisco.



CHICAGO SOLDER CO., G. H. 3-22
Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

Name.....

Company.....

Address.....

City.....State.....

Supply House is.....

Say you saw it in **GOOD HARDWARE**

What they think of



The Magic WEEDER HOES

"...believe that any hardware merchant who will put in a small assorted stock of them will be able to work up a good business in a very short time."

C. A. Lundquist & Co.,
Jamestown, N. Y.

"...we find them very good sellers."

Manthey's Seed Store,
Cincinnati, Ohio

"...and find our business in this line very successful... they are just the thing our customers are looking for."

D. & F. Kusel Company,
Watertown, Wis.

"...have always found them good sellers because they give so general satisfaction."

Fottler, Fiske, Rawson Co.,
Boston, Mass.

"...Our sales of Magic Weeders... have gradually been increasing each year."

Alexander Forbes & Co., Inc.,
Newark, N. J.

And it can do as well for you

NINE MODELS

Order from your jobber

**The F. H. REICHARD
Manufacturing Co.**

BANGOR

PA.

Notice
the third
pinion



Prevents
the wheel
from
slipping

o. 30

DO YOU KNOW
the Difference
Between a
Genuine Dover
Egg Beater
and the
Imitation Dover
Egg Beater?

We are the Originals and
Only Manufacturers of the
GENUINE DOVER
EGG BEATER

Since 1857

Makers of
Dover Quality Ware
Since 1833

Stamped - Pieced - Japanned
Tin Ware

Galvanized Quality Ware
Dover Automotive Specialties

Dover Sanitary Sink Pail
WITH STRAINING COVER



Pat. Feb. 22, 1916

Send for
Catalog and Net
Price List

**DOVER STAMPING
and MFG. COMPANY**
381 PUTNAM AVE.
CAMBRIDGE 39 MASS.

Say you saw it in **GOOD HARDWARE**



PREMAX GALVANIZED WALL TIES

Metal Wall Ties are standard requirements in modern brick and masonry construction. Premax Wall Ties, Wall Plugs and Veneer Ties are correctly designed, substantial, and permanent. You should have them in your stock for the Spring demand. Ask your jobber, or write us for samples.

NIAGARA METAL STAMPING CORPORATION
Division C. Niagara Falls, N. Y.



Sally Sweet
Is mighty handy
To test the heat
When you make
candy

Let Sally Sweet and her family help you sell thermometers. They will increase your sales—bring new faces into your store.

Sally Sweet, Dora Owen, Mrs. Spratt and Wee Willie Wilder are

WILDER STANDARD
COOKING THERMOMETERS

Tested and approved by Good House-keeping Institute and Priscilla Proving Plant. Each character is portrayed in color on its respective box. They make an excellent window display—they sell thermometers. The two dozen assortment costs \$16. Like all Wilder Thermometers they are accurate. Send for one assortment, **WILDER-PIKE THERMOMETER CO.** TROY, N. Y.

Garage & Barn Door Hardware "1080"



for folding, sliding doors

THE A P name on hanger hardware is your guarantee of highly satisfactory, profitable installations. "Ten-Eighty" sets are no exception, standing foremost of trolley-swivel types in popularity.

Production-taxing demand growing continuously over a period of years proves its clean cut qualities of easy installation, smooth operation under all conditions, and exceptionally long life.

RELIABLE hangers, double wheel type and Round Track (made in sizes adaptable to every sliding door or gate requirement)

are recognized by the trade everywhere as setting a two decade standard for this valuable type of hanger set.

None but Allith-Prouty own finest malleable iron and the best obtainable high carbon steel enters into the manufacture of all A-P hanger hardware, light hardware and hardware specialties.

ALLITH-PROUTY CO.
Danville, Illinois

Write today for
Catalog No. 90



ALLITH-PROUTY

"Satisfaction in Hardware"

PRESTO CLAMP

FITS EVERY SIZE GARDEN HOSE

Made also in 3 larger sizes, adjustable to fit every size radiator hose

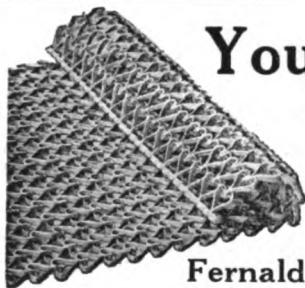
"So efficient, so easy to install that even the smallest of repair shops (who never stocked clamps before) buy them by the box."

COOPER CLAMP CO.

Brooklyn, N. Y.



Say you saw it in **GOOD HARDWARE**



Your Best Mat Bet

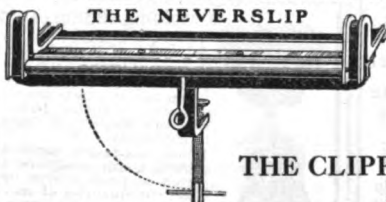
Sleeth Flexible Steel Mats are substantial profit makers for the hardware store. Built of galvanized steel in links—and practically everlasting. Easily rolled up for cleaning floors.

Several regular sizes. Specials to order
Endorsed by Good Housekeeping Institute
Order them from your jobber

Fernald Mfg. Co. North East, Pa.

Here Is a Real Saw Vise

THE NEVERSLIP



Sell a carpenter a Neverslip saw vise and the chances are he will use no other. Same high quality in our Saw Clamps and Saw Sets.

Send for Catalog

THE CLIPPER TOOL COMPANY
Buffalo, N. Y.

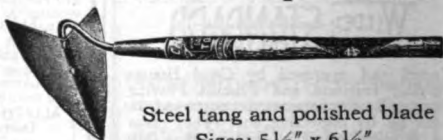
Makers of nearly 50 popular priced hardware items

Easy To Sell



Order From
Your Jobber

CRONK'S Heart-Shaped Hoes



Steel tang and polished blade

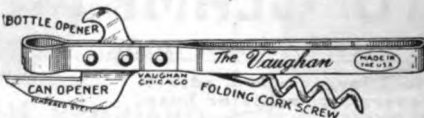
Sizes: $5\frac{1}{2}'' \times 6\frac{1}{2}''$
and $6\frac{1}{2}'' \times 7\frac{1}{2}''$

CRONK & CARRIER MFG. CO., Elmira, N. Y.



Vaughan
Specialties

Sold by
All Jobbers



Ask for Catalog No. 20.

Chain Key Rings
Hand Bottle Cappers
Bottle Openers

Kettle Scraper
Can Openers
Milk Cap Lifters

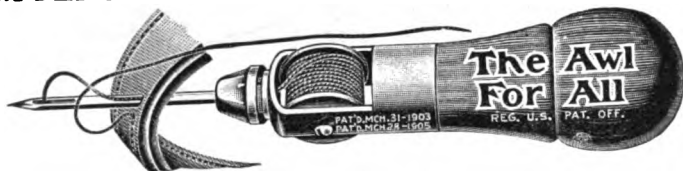
Cork Screws
Broom Holders
All Metal Ice Picks

VAUGHAN NOVELTY MFG. CO., 3213 Carroll Ave., CHICAGO



Say you saw it in **GOOD HARDWARE**

MYERS' Wonderful SEWING AWL for ALL



A pocket sewing machine for \$1.00. The world's greatest sewing device. Sews everything heavy or light. A complete repair shop in itself. Sews harnesses, shoes, awnings, saddles, blankets, auto and buggy tops, belts, canvas. Makes lock-stitch. Never rips.
Write for Wholesale Prices and Descriptive Literature.

C. A. MYERS COMPANY, 6301 Woodlawn Ave., CHICAGO, ILL.

3 > 1



Three
Times
Heating
Surface of
Others.

Twice
as
Thick.

Money
Back
if you
want it.

Write
Today
for
Facts
and
Prices

"BOILER PLATE" FURNACE CO.
2512 Heating Bldg., Minneapolis, Minn.



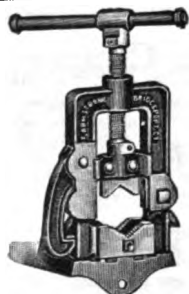
No. 07
List \$9.30
Each

SUPREME QUALITY
is built into these torches

We want Jobbing distributors

It will profit every retail dealer
to write for our catalog

GEO. W. DIENER MFG. CO.
418 Monticello Ave.
CHICAGO, ILL.



The Armstrong HINGED PIPE VISES

Made in four sizes from $\frac{1}{8}$ to 6 in. with
hardened steel jaws

Manufactured by

THE ARMSTRONG MFG. CO.
BRIDGEPORT, CONN.

NEW YORK OFFICE, 248 CANAL STREET



Say you saw it in **GOOD HARDWARE**

Beehives

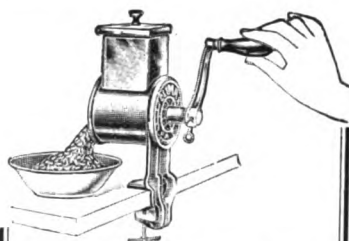
Make an added profit by handling Root Quality Bee Supplies. Dealers wanted wherever bees are kept. Write today for catalog and dealer proposition.

THE A. I. ROOT COMPANY
MEDINA, OHIO



Branches at

New York, Chicago, Norfolk, Council Bluffs, New Orleans, Savannah, Philadelphia, Indianapolis, Syracuse, St. Paul, San Francisco, Los Angeles and San Antonio.



Every Kitchen Needs a CLIMAX Food Grater

GRATES any kind of food—potatoes, cheese, coconuts, pineapples, horseradish, stale bread, etc.

Sells well because it works well. Not a chopper or a grinder, but a real GRATER—turning the food into fine flakes.

*Order through your jobber.
Be sure to specify CLIMAX*

The Hamilton Metal Products Co.
222 N. B Street
HAMILTON, OHIO

HANDIEST THING ABOUT THE PLACE



Made
Still
Handier

It's like "gilding the lily" to find new uses for — The CRAKER-JAC Safety Stepladder Stool—yet we've done it. A chair-back attachment which folds out of the way against the rear legs when not in use, but which can instantly convert it into a high stool with a pail rest if desired can now be supplied. Only safe stool to sell — only safe stool to use. Write

EVAN L. REED MFG. CO.
125 Mill St., Sterling, Ill.

The Gillette Electric Clipper

It clips and grooms horses, mules, cattle and dogs. It shears sheep and goats. And it does it six times as fast as you can do it by hand.

Saves Time — Saves Money

Send for price list illustrating our different types of hand and power machines and hand and toilet clippers.

Gillette Model
1922

Gillette Clipping Machine Co.
127 West 31st St., New York City



Say you saw it in GOOD HARDWARE



And Now Auto-Wheel Wagons With Disc Wheels

Just a new development to help you sell Auto-Wheel Coasters and Auto-Wheel Convertible Roadsters to boys. Following are six Auto-Wheel advantages Auto-type Disc Wheels—steel or rubber tires; also spoke-wheels if desired.

Bessemer Process Roller Bearings: (self-contained, non-friction). 1000 lb. carrying capacity. Cold drawn steel axles. Safety brake. Hound Brace.

In addition boys are constantly helping you sell Auto-Wheel Coasters and Convertible Roadsters through their Auto-Wheel Clubs which we organize.

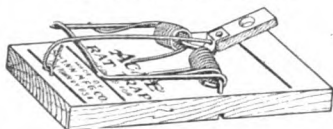
Order your supply of Auto-Wheel Wagons today, specifying the correct name to avoid substitution.

The Auto-Wheel Coaster Co., Inc.
Dept. O, No. Tonawanda, N.Y., 188 Chambers St., N.Y.C.
1007 Coca Col. Bldg., Kansas City, Mo.
214 Maritime Bldg., Seattle, Wash.
Monadnock Bldg., San Francisco, Calif.

Auto-Wheel

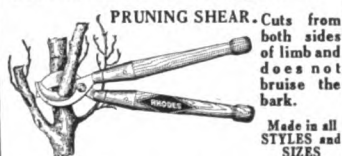
ACME RAT TRAP

The Strongest Rat Trap Made
ACME AND CHASSE MOUSE TRAPS
Send for Circular and Prices



SHANN MFG. CO.
Middletown, N. Y.

RHODES DOUBLE CUT



Made in all
STYLES and
SIZES

Send for Circular and Trade Discounts

RHODES MANUFACTURING CO.
311 So. Division Ave. Grand Rapids, Mich.

ASK YOUR JOBBER FOR



GET BETTER DRESSING AT LOWER COST

THE JOBBERS' MFG. CO.

WEBSTER BLDG.

CHICAGO

SNOW - WHITE STEEL and POLISHED GLASS

ATTRACT BUYERS



Hess Steel Medicine Cabinets and Mirrors

add to the attractiveness of your show room and dollars to your income.

All jobbers or write us

Hess Warming & Ventilating Company
1210 Tacoma Bldg. - - - Chicago



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

If Jobber does not handle, write direct

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

Say you saw it in GOOD HARDWARE

I want to buy an interest in a Hardware Store

Where my services and my knowledge of hardware and heating and ventilating can be used as well as my money. Write fully. All replies will be kept strictly confidential, of course.

Address L. E. B.

c/o Good Hardware, 709 Sixth Ave.
New York

A Red Hot Seller: Investigate



Gabel's Pig Forceps

Are Guaranteed To Do The Work
Where All Others Fail.

Let us send you samples March 1st on 60 days' Free Trial. Let your customer be the sole judge. You are absolutely under no obligations. If your jobber cannot supply you send direct.

Also repair old style with new head and cable loop for \$1.50 each

GABEL MFG CO., Hawkeye, Iowa

Ideas

What is an idea worth
to you?

GOOD HARDWARE'S
Idea Editor shows you
how to make your ideas
pay.

For details—See page 51

can you use \$50?

If you are a hardware
dealer or jobber or a
hardware salesman or
clerk, both you and your
family are eligible to

GOOD HARDWARE'S
Picture Title Contest.

It ends at midnight.
March 20th.

See pages 18 and 19.



Moore Push-Pins

Glass Heads, Steel Points

Push-less Hangers

The Hanger with the Twist

IN thousands of hardware stores where our display cabinets are used, Moore Push-Pins and Push-less Hangers are fast sellers and continually bring in new customers.

Write for terms and literature

Moore Push-Pin Co.

(Wayne Junction)

PHILADELPHIA, PA.

For 22 years the Standard of the World



SELLS QUICKLY

At a dime apiece Slip-on Handle Protectors move rapidly. The display carton shows them up right—gets their big idea over and sells the goods.

SLIPON HANDLE PROTECTORS

are all metal guards that slip quickly into place on teapot, coffee pot or percolator and prevent burning and scorching handles.

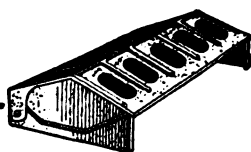
Packed in individual boxes—3 doz. to the carton.

Endorsed by Good Housekeeping and Tribune Institutes

ORDER FROM YOUR JOBBER

Young Specialty Company

2220 Vliet Street
Milwaukee, Wis.



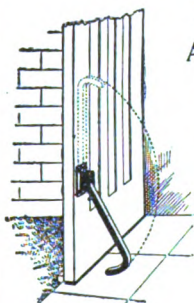
Cymaco Chick Troughs

HANDIEST, most durable trough made for dry mash, cracked grain, hard grit, sour milk or water. Built of galvanized steel. Pressed top, hinged to trough so that it can't get separated and lost, makes filling and cleaning easy.

Two sizes. No. 20, 20 inches long, feeds 20 small chicks at a time. No. 10, 10 inches long, 10 chicks. Packed 1 dozen to carton and shipped dealers F. O. B. factory, or nearest jobbing point east of Rockies at \$27 per gross for No. 10 and \$38 per gross for No. 20.

In ordering this good seller, give your jobber's name and we'll see that shipment is made promptly.

The Cyclone Mfg. Co.
Dept. 70, Urbana, Ind.



Prevent Accidents with a Phenix Garage Door Holder

Holder No. 52

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders. No "come back" to fear.

PHENIX MFG. CO.

018 Center St.
Milwaukee, Wis.

Say you saw it in *GOOD HARDWARE*

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES

BOSTON



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. *SEND FOR CATALOG*

MASS.

MILBRADT ROLLING STEP LADDERS



Made for the
last thirty-
six years by
the original
inventor.

Eighteen
styles to fit
any conceiv-
able type of
shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.

ROBERTSON Horseshoe MAGNET HAMMERS



THE HAMMER
HOLDS THE TACK

The Original Horseshoe
Magnet Hammers. Tacks or
small nails are held by the
magnet end of hammer,
ready for driving anywhere
within reach.

The Best Magnet Hammer
on the Market
ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office



SASH CHAIN

Originators
of
Sash Chain



6 TUBE REVOLVING PUNCH

Manufacturers
Harness,
Belt and
Semco Punches

THE SMITH & EGGE MFG. CO. BRIDGEPORT
CONNECTICUT

Say you saw it in GOOD HARDWARE

THE G. G. G. HAME FASTENER GUARANTEED

It is Strong, Durable, Looks Good, is Quickly Adjusted and is Easily Pulled Tight.

→ "The G. G. G." is stamped on every Fastener. Accept no substitute.

Finished in brass or nickel.

Packed 1/2 doz. in box.

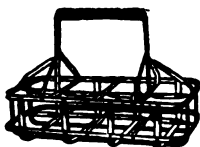


For Sale by Jobbers

G G G Metal Stamping Co.

Warren, Pa.

MILK BOTTLE CARRIERS



Well Made
Heavily
Galvanized

Made for
2-4-6-8-12
Bottles

THE JOHN P. SMITH CO.

493-501 State Street

NEW HAVEN - - - CONN.



Imitated But
Never Equalled

**GENUINE
HUNTER'S
SIFTER**

The Standard of the World Since 1880

THE FRED J. MEYERS MFG. CO.
Hamilton, Ohio

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed
Full Lengths
Established 1869

Order Thru Your Jobber
If your jobber does not handle
—write direct

Silver Lake Co.
Newtonville, Mass.

THE STINE SCREW HOLES



**THE ONLY
SCREW
HOLES
IN THE
WORLD**

Manufactured by

**THE STINE
SCREW HOLES
CO.**

Waterbury, Conn.



These Phonograph Needles Sell Themselves at 100% Profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those Satisfactory Violaphone needles. Every needle plays 10 records—brilliantly

THE FRED. GRETSCH MFG. CO.

60 Broadway, Brooklyn, N. Y.

Manufacturer of Eagle Brand Steel Strings

Say you saw it in **GOOD HARDWARE**

THE SATURDAY EVENING POST

30
wonderful sh
Free!

Free!

A MONTH of super savings—the month-long, 100¢-per-gallon savings you can have—and free for the saving.

Simply fill out the coupon below, and present it at any hardware, grocery, drug or department store where Tropicana is sold.

You will receive two new Gallons of Durrham's Doublets plus a new doublet will drop in the wonderful drug Tropicana Shopping.

We will also explain how you may receive a new doublet and save from the store each month and even see the big amount too.



*Advertisement in The
Saturday
Evening
Post
Mar. 4, '22*



Advertisement in The
Saturday
Evening
Post
Apr. 1, '22

*The Free Blade
Coupons are
Coming—*

Yours without cost—the keenest blade you've ever shaved with—twoplexed. Take your choice—A Gillette or a Durham-Duplex. Any Twiplex dealer will give you a new blade with our compliments, stopped and ready for many delightful shaves—upon presentation of attached coupon. Thus you will rest for yourself the wonderful economy and comfort which the Twiplex stropper insures. A hundred shaves from a single blade! It multiplies the life of the blade and the comfort of shaving.

Twiplex Stropper
where Duplex Blades

**Twinplex
Stropper**
Collector and Double-Duplex Blender

Free!

Name _____
 Title _____
 Street _____
 City _____

Retail Salesmen:



Each Twinplex sale earns a reward stamp worth 25¢. A full book (20 stamps) brings \$5.00 in Treasury saving stamps or a purchase order on any store for that amount; 10 books, a \$50.00 Liberty Bond. Any number of stamps redeemable.

Line up quickly with the Twinplex Free Blade campaign—share in the Twinplex reward plan. Thousands of salesmen are already in—thousands more are eligible.

Under this liberal plan, each Twinplex sale not only makes a profit for the store, but adds to the personal earnings of the salesmen. **You make extra money**, right in your every-day work. Send in coupon for full information. Sign it, come on in!

Twinplex Sales Co., 1627 Locust St., St. Louis, Mo.

Tell me about the Twinplex reward plan. How much I can make, etc. I would like to receive your magazine "Edgewise" at my home every month (Free).

Name

Home Address.....

Store..... City.....

Say you saw it in *GOOD HARDWARE*

REZNOR MANUFACTURING CO.

MANUFACTURERS OF

**REZNOR GAS
HEATING
STOVES****REZNOR
PIPE
HOOKS**

ADDRESS ALL CORRESPONDENCE TO THE COMPANY

Mercer, Pa.

1/24/22

Good Hardware
c/o The Butterick Publishing Co.
Butterick Bldg.
New York, N. Y.

Gentlemen:

Attention: L. Tingle.

★ Our eastern distributors, Beh & Co., 1140 Broadway, New York City, have expressed themselves from time to time in terms of highest praise relative to the merits of Good Hardware as an advertising medium.

The high esteem in which they held your publication led us to give it most serious consideration when we were making our plans for 1922 advertising.

We found that Good Hardware thoroughly covers the field, and that further more, it is thought very well of by the dealers who receive it. We believe that you have, in a great measure, proven your point with reference to the dealers taking it home and sharing the good news it contains with their families as the contest that you have been running in which the wives of hardware dealers participated, is certainly a most convincing argument.

We have, therefore, decided to place with your organization an advertising campaign covering our line of Reznor reflector gas heaters with the certain conviction that the results we are going to get will be all that any manufacturer could reasonably expect.

With sincere good wishes for the success of your magazine, we are,

Respectfully yours,
Reznor Manufacturing Co.,
Adv. Mgr.

HLD:AB

★Beh & Co. advertised Acme Freezers in GOOD HARDWARE. The success of this advertising led them to recommend GOOD HARDWARE to their principals as a good medium in which to advertise Reznor Heaters.



We Found What Merchants Wanted— Then We Gave It To Them

TWO years ago GOOD HARDWARE was an untried experiment in the hardware field. It was a new size. It had practically no advertising. But it did have circulation—two and a half to five or six times that of any other publication in its field.

Today GOOD HARDWARE is one of the leading hardware publications of the country. It has jumped from less than 13 pages of advertising to more than 96 in fourteen months. Many advertisers have been kind enough to tell us that the returns are greater from GOOD HARDWARE than from any

other publication. And they have backed up these statements with substantial contracts.

As a result of this success we brought out THE PROGRESSIVE GROCER, thereby opening a means of communication with 50,000 good grocers and jobbers. Every indication from retailers, from jobbers and from manufacturers seems to point to a profitable and therefore a successful publication. Evidently this type of handy, pocket-size magazine, filled with helpful, practical merchandising ideas is just what the retail hardware merchant has been wanting. The success of GOOD HARDWARE is the stamp of his approval.

Trade Division

THE BUTLERICK PUBLISHING COMPANY

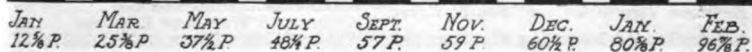
Buckley-Newhall Building, 709 Sixth Avenue, New York

Chicago
Mailers Building

Boston
Little Building

San Francisco
Hobart Building

How
GOOD HARDWARE
Grew in 1921



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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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LEONARD TINGLE, *Business Manager*
Butterick Building, New York

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Butterick Building, New York

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709—6th Ave., New York

EDMUND CARRINGTON, *Western Manager*
Mailers Building, Chicago

J. A. TOWNSEND, *Pacific Coast Manager*
Hobart Building, San Francisco



Exclusive distributors for other lines handle this paint—why?

*A standard paint that has become a specialty
with a rapid turnover*

WHY is it that many dealers who are exclusive agents for other manufacturers' lines handle Barreled Sunlight also?

It is because this paint fills a unique place in the dealer's stock today. Due to its unusual properties it has become a specialty with a high rate of turnover and a rapidly expanding market.

Barreled Sunlight is a white paint with a smooth, lustrous surface that will not collect dirt. It can be washed like tile. It contains no varnish and can be applied with ease by anyone. It covers better than enamel and costs less. Flows freely, leaves no brush marks and will not sag or lap.

Barreled Sunlight is being used today in buildings of every kind—

homes, apartment houses, stores, shops, office buildings, hotels, industrial plants, etc. Its washable, dirt-resisting qualities—its ease of application—are building sales everywhere.

A nation-wide advertising campaign is helping to push these sales and produce quicker turnover for every dealer.

Sold in cans from half-pint to five-gallon size—also in barrels and half-barrels. Sample can sent to all dealers on request.

Communicate with us or our nearest distributor.

**U. S. GUTTA PERCHA
PAINT CO.**

45 Dudley Street Providence, R. I.

Barreled Sunlight

The Rice Process White

Say you saw it in **GOOD HARDWARE**

GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. 3

APRIL, 1922

No. 7

Selling \$6,000 Worth of Radio Apparatus in Nine Weeks

This remarkable business was done in a small space and would have been doubled if the goods had been available

By Bernard G. Priestley

EDITOR'S NOTE:—In its February issue GOOD HARDWARE printed an article called "Radio Offers Hardware Dealer Chance to Pick Profits Out of the Air." This article discussed the possibilities for selling radio apparatus because of the recent great popularity of the radio-telephone. Since the publication of that story we have received letters from all parts of the country from dealers who were anxious for further information. The inquiries ranged from questions concerning the names and addresses of manufacturers to requests for lists of what to stock and how to go about putting the new department across. In this issue GOOD HARDWARE presents the answer to those questions in the story of the actual experiences of a hardware and sporting goods dealer who put a radio department into his store and got big returns at once.

WHAT are the prospects for success for a well stocked and properly conducted radio apparatus department in a hardware store today when interest in wireless is spreading over the country like a declaration of war—to city, village and hamlet? Practically unlimited, if the experience of James H. Jones, of Boston, can be taken as a criterion—and there are many reasons why it can and few why it cannot.

Nine weeks after Mr. Jones, without previous experience in radio merchandising, although twenty years connected with the hardware business, opened a radio department in a sporting goods and hardware store in Boston the sales volume for the department had reached a grand total of \$6,000. All this business was done in a floor space 10

by 16 feet, a corner of which is pictured here.

Some of the highlights in the experience of Mr. Jones are:

Four complete turnovers of stock in the nine weeks' period.

Sales reached an average of \$570 daily for several days near the close of the period. At that time Mr. Jones was employing three men who gave their full

time to setting up new apparatus purchased in the store.

Inside of a month after the department was opened it was proved conclusively that the floor space available was hopelessly inadequate. Eight weeks from the day he opened the section, Mr. Jones took over a complete store in the next building, the entire space to be used, after remodelling, to meet the needs of radio merchandising, exclusively for selling wireless apparatus. The new floor space is six times that of the original section.

Only failure to obtain a sufficient amount of apparatus, because of the inability of wholesalers and manufacturers to supply the demand, prevented even a much faster turnover and larger sales volume. Mr. Jones estimated that he could have done double the business in the first nine weeks if he could have had the needed apparatus in stock in his store at all times.

All sales in the nine weeks were made by Mr. Jones and a boy.

The nine weeks' period is taken because this was the length of time Mr. Jones had been selling radio apparatus at the time this article was written.

Radio apparatus began to sell the day the section was opened. In fact, the opening was put ahead two days because persons came in large numbers to visit the establishment as soon as the announcement of the opening was made in advertisements in local newspapers a week ahead of time. The number of customers and the amount of sales grew daily, practically without a single lull. Mr. Jones has much faith in the chances of doing a comparatively larger business in the new quarters.

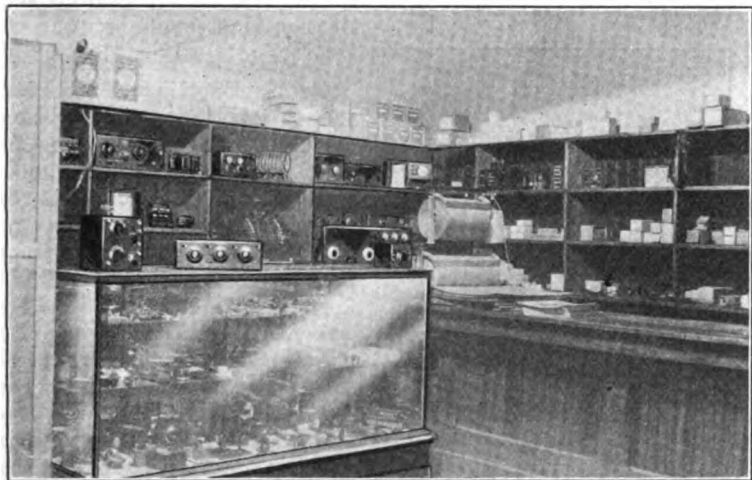
Installation of a powerful radio receiving station at the store did more than anything else to bring business from the start. This station afforded the

What Mr. Jones Did in Radio

1. Four turnovers of stock in nine weeks.
2. Near close of this period sales average was \$570 a day.
3. Three men were added to the radio department to install the apparatus sold.
4. After one month, space proved inadequate. After another month a complete store, next door, was taken over.
5. Only the impossibility of getting stock prevented a doubling of sales.
6. The department's opening was advanced two days to take care of the visitors.
7. All sales were made by Mr. Jones and one boy.

opportunity of entertaining visitors with concerts, news, plays, etc., from various parts of the country. Persons could go to the store and hear speeches by famous men, grand opera,

that would catch messages from a distance of hundreds of miles. It was necessary to put an aerial on top of the building in which the store is located. This aerial is 75 feet long and seven stories



Six thousand dollars' worth of radio apparatus was sold in this 10x16 foot corner of a Boston store.

weather reports, calls for aid from ships in distress, bed time stories, sermons, police reports and other messages sent broadcast by transmitting stations in some of the larger cities.

For several weeks Mr. Jones kept "open house" in the store until 9 o'clock at night. These evening gatherings at which visitors could listen to messages coming by radio telephone interested hundreds of beginners in the entertainment possibilities of radio instruments and led directly to many sales. A person who would come one night would bring a friend the next, with the result that the clientele steadily increased.

In order to establish a station

from the ground. It is connected up with a receiving set in the radio department. The receiving set is equipped with a "loud talker" that makes the messages caught audible to as many persons as gather around the apparatus.

The receiving set has a range of hundreds of miles. Installation of the receiving station was announced in the newspaper advertisements, which also bore invitations to the public to go to the store and hear the entertainments.

The station cost about \$400 when completed.

Once a group of visitors had listened to an entertainment by wireless, no urging was neces-

sary to get them to inquire about the apparatus for sale. Mr. Jones was on hand to make demonstrations of various kinds of apparatus.

The radio section opened business with a very small stock,



Despite lack of radio experience Mr. James H. Jones put his department across with a bang

which was gradually increased as fast as new apparatus could be obtained. The stock on hand at the close of the nine weeks amounted to about \$5,000, which, according to Mr. Jones, is about the minimum that should be kept in a radio department catering to the common needs of the radio enthusiast.

The greatest demand is for receiving sets retailing at from \$25 to \$300, with \$50 and \$75

sets the best sellers. The latter sets have ranges of several hundred miles and meet the needs of the average amateur. Three or four standard kinds of receiving sets are kept in stock all the time. Half a dozen sets of each kind should be in stock.

The demand for telephone receivers through which the messages sent by radio-telephone are brought to the ears of the listener exceeds that for almost anything else. Hundreds of amateurs who buy the parts of receiving sets and make up their own receiving units could not hope to make their telephone receivers. Certain receiving sets allow the connection of several telephone receivers and the radio enthusiast is likely to buy one for every member of his family or inner circle of friends so that all can listen at once.

The call for these telephone receiving sets is so great that only a few can be shipped by the manufacturers at one time. Mr. Jones aims to keep 50 to 150 of several kinds of these receivers on hand at a time. One manufacturer notified him recently that he was 10,000 receivers behind on orders because of the sudden and universal demand for them.

Many amateurs put up their own aerials, but practically all of them purchase insulators for aerials, switches, etc., from the store. At least a dozen sets of these insulators and switches should be kept on hand.

Before going into the radio

(Continued on page 44)

Some Hardware Folks I Have Met

Being the tale of a wanderer who, having seen a lot of hardware people and a lot of hardware places, tells about some of the most amusing of them.



Mr. Hillman

By A. WANDERER

Illustrated by B. Westmacott

THE Hillman Hardware of Ionapolis is the umpt largest in America. And m-a-n! it is some store! Ninety-nine employees that work, besides an advertising manager, a floor superintendent and a proprietor. The concern's window displays are works of art; their fixtures—oh, brother! it's hard to describe them in prose. And the special room where the builders' hardware is displayed is the kind of a place good little hardware dealers desire to go to when they die.

The proprietor of this establishment is forty-two—f-o-r-t-y-t-w-o, mind you. He'll tell you so himself—that many times. And if you have the time and he knows what he says will not be kept a secret, he'll take you

to lunch and picture the gruesome details of how-it-all-happened. I wouldn't be the one to say that Mr. Hillman feels himself largely responsible for the high percentage of salt in the Seven Seas—and again I wouldn't say he'd be apt to hide his light under one of his own washtubs.

In the course of his conversation Hillman will tell you a heap of things about the hardware business—*his* hardware business: the advantage of those compact little cabinets for screws and bolts—*his* design; the really superior way in which the Hillman Hardware handles paints on adjustable shelves—thought it all out *himself*; the efficacy of lecturing the force on salesmanship—*he* invented



The "Ad" Man

the idea. And when he is through you feel humble in the presence of one who is capable of such stupendous headwork.

Upon looking around among the Hillman henchmen, meaning, of course, the floor superintendent and the advertising manager, you wonder if after all there isn't something to that theory about association. The advertising manager will tell you of the attention *he* has attracted with his window displays.

He will relate with feeling the story of his humble birth, his early struggles and his giving up a career as an artist that he might contribute to the success of the Hillman Hardware.

The floor superintendent is a big man—you don't realize how big until you talk with him. Then he strikes you as being big enough to turn over the whole darned stock once a day, all by himself. I hesitate about using the expression "like master, like man" in connection with one so imposing as the floor superintendent. But anyhow, he sort of insinuates during the course of your chat that he threw a handful or two of salt into the sea himself, by George! If it wasn't for the eagle eye he keeps on the selling force where'd the establishment be by this time? (He'll tell you where!)

You'll have to spend more time than I did around Hill-

man's if you expect to get any definite impressions of the personalities of the boys behind the counters and in the warehouse. But after all, what can you expect? For one thing, you don't get very far in your attempt to classify the herd because each one is so busy selling stuff. ("Sell Like Hell" is the store slogan.) And the boys naturally fall into two classes—sleek-haired lads in suits small enough for their small brothers;

more sleek-haired lads in overalls big enough for their big brothers.

If you happen to mention Hillman to any of the hardware dealers about the city you may hear a lot of things. You know you can hear almost



Ichabod Van Winkle

anything even in a place like Ionapolis. Somebody will say, "Hillman's too strong on the grand stand stuff"; or, "He thinks more about volume than he does about net profit"; or, "His overhead will break him in these tight times." And each and every one will chirp, "Hillman was a lucky left-handed stiff to marry the daughter of a well-heeled hardware merchant and then have the old man die a year after the wedding day."

But at least, I am sure you will say with me, "M-a-n! but it is some store!"

Ionapolis being one of the biggest cities in the country has, of course, a number of other

hardware stores—even in these days when half of the hardware merchants are allowing department stores to get the edge on some of the best lines. But these stores are not interesting. They are much alike. Go from one to the other and you'll vow you've simply gone around the block and back into the one you just left. All except one in front of which hangs the ancient and honorable sign, "Ichabod Van Winkle, Hardware."

I don't know whether Ichabod is a direct descendant of Rip Van Winkle, but I do know that he has many of the traits ascribed to Rip. There is this difference, however: Rip finally woke up and admitted that he'd been asleep.

Ichabod says you can reach his place in ten minutes from any point in the business district. Telephone him and ask for a few minutes of his precious time and he'll tell you right out how easy he is to find. Thereupon you take a surface car, transfer twice, walk one block east, one block north—then ask the nearest policeman.

As you enter the store a feel-



Honore Glubb

ing of sadness comes over you. Fourscore and seven years ago Abeliah Van Winkle, grandfather of the present incumbent, opened up shop in this very room. (And it is whispered in the best hardware circles that some of the original stock is still on the shelves.)

As to the truth of this rumor I do not know. But I am sure of this: there is so much dust on the goods to-day as to make the telling of the age of many articles a well-nigh impossible task. The suit Ichabod wears is evidently another heirloom. Hasty people might call his ideas odd. I'd rather brand them original, which may not be an improvement, at that.

One of his pet expressions is "Huh!" I can't tell you how he says it. It isn't a snort and it isn't a grunt—just a hybrid with the worst characteristics of each parent. During the course

of that chat Ichabod said, "Book-keepin'? Huh! Trade papers? Huh! Window displays? Huh!" Some people might have been huh-ed out of the store.

The Van Winkle establishment, with about one-third as much



Sophronia Kidd

floor space as the Hillman Hardware, has twelve employees. And you have an excellent opportunity for making their acquaintance. There aren't so many customers hanging around.

You mustn't feel hurt if Ichabod gloomily terminates your visit with him and turns you over to young Glibb. Horace Glibb is really the life of the Van Winkle party and at first it seems a mystery—how a sleek, lively, young chap happened to land in a place as conservative as this one. But I've figured it out. Not alone—I'm not that smart. I simply gathered from Glibb's conversation that he slings a wicked toe in the dance and that the old man isn't the one to worry when a fellow comes to work a half hour or so late. Pretty soft, eh?

You may find it difficult to switch Horace onto the subject of business. It's a dry subject, of course. And he would far rather tell you about the swell dame he met last night or the zippy saxophone player they got at the Orpheum. In fact, there's just about one chord he'll touch if you get him started on the Van Winkle place of business. He'll admit the outfit's a joke. Going on the rocks sure. But is he the lad to turn down easy money? He is not! He'll take a half dozen neat cracks at the rest of the slow-

moving force and at Ichabod in particular. To tell the truth, Glibb is more interested in his own line than in his employer's. And through the back of your head runs the thought, "What a chance for a peppy young fellow who would use his energy in planning new sales stunts instead of new dance steps!"

I forgot to mention a coincidence. Hillman and the present Van Winkle took possession of their respective businesses on the same day—twenty years ago. Let's see, it was a thunderstorm, wasn't it, that awakened Rip? I wonder what a brainstorm would do for Ichabod!



Henry Little

Huntingsburg is two hundred miles up-state from Ionaopolis and is, as any one of its 50,000 inhabitants will tell you, a "darned good town." There's an odd situation in Huntingsburg. It has TWO leading hardware stores. I hesitate about even naming one before the other. You simply stop at "Uncle Jim's" before you do at "Hank's Place" and that will let me out.

"Uncle Jim" Etnire has built his hardware business from the ground up, you might say. And ten years ago he did what he calls a neat stroke of business when he adopted the whole blamed town by taking unto

(Continued on page 48)

Combines Coal and Hardware and Makes Them Scratch Each Other's Back

How a hardware merchant and a coal dealer lumped their business and made a lot of extra money for each other

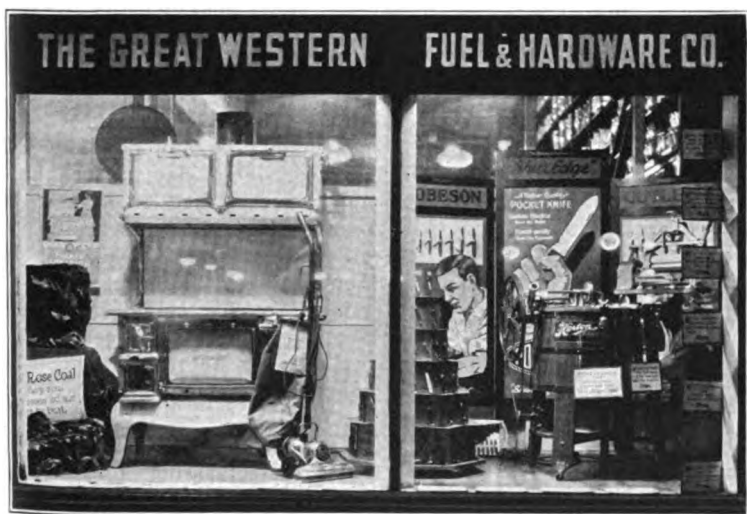
By Amos Shaw Place

A HARDWARE man just starting out for himself in downtown Denver got interested in the subject of overhead. He happened on a fuel and feed man, also doing a downtown business, who also was sensitively conscious of high rents in Denver. The two men—Hugo Oelhert was the hardware man, Karl Koch the coal and feed man—made a deal whereby Koch would have his office in the hardware store. There was no intention of a partnership. The two men were simply to share overhead in order to make the greatest possible savings.

The store was a little place, probably the smallest hardware store in Denver. The frontage was only 13 feet. The depth was only 40 feet. It was figured that for display purposes the coal business would require only a couple of square feet or so of

window space. The rest of the window would be hardware. Koch dropped the feed department.

The two men started out intending to keep their businesses separate. They soon began to see what a splendid combination



Coal as well as hardware is always given a place in the window of this unique store

coal and hardware, managed together, would make. The hardware man studied and learned the coal business. The coal man took lessons in hardware.

The businesses were soon amalgamated under the name, The Great Western Fuel & Hardware Company.

This coal-and-hardware enterprise has prospered. A year ago it was enlarged. Now it has a floor space of 27 by 40 feet, with basement. Still a small store, but a mighty busy one. During 1921, when business was not easy to get, The Great Western Fuel & Hardware Company actually increased its volume 100 per cent.

This is one of the few hardware stores in the State which at all times has solicitors working its territory, selling goods and digging up new prospects. Three or four men are out all the time. In this practice lies one illustration of the way that coal and hardware pull together. The sales methods, such as are usually followed for vacuum cleaners, stoves, etc., are due to a chance happening in the fuel department.

Coal businesses, it is true, often employ solicitors. Mr. Koch had previously used the method. The solicitor canvassed from house to house, talked up Black Rose coal, got



The solicitor always talks up both parts of the business. Four such men are kept out continuously

orders when he could, and when he couldn't do any better, left a card. One day, after the amalgamation had taken place, one of these solicitors took an order for some hose. The family wanted the hose, and inasmuch as his employers sold this commodity, there seemed to the solicitor no reason why he shouldn't bring in this extra business.

He saw possibilities in the idea of canvassing for hose. Some sample lengths were cut up for him, and he carried them

(Continued on page 58)

Gets the Cream of Sporting Goods Sales by Catering to the Boys

Binghamton hardware firm's sporting goods department holds first place because the owner develops the friendship of the youth of the town

By Albert B. Seadler



It is by no means the biggest hardware store in town but its sporting goods department has always managed to get more of the sporting goods trade in its city than any of its competitors. Callahan & Douglas have been doing business for a good many years in a good location in Binghamton, New York, and in those years they have built up a reputation for fairness and interestedness that keeps their trade for them despite a great deal of competition.

A strangle-hold on the sporting goods trade of a city seemed to mean that the firm had advertised and campaigned intensively for the business. But Mr. Douglas explained that there had been nothing of the sort.

Advertising Too Costly

"We couldn't do that," he explained, "for several reasons. One of the biggest reasons, and one that is enough in itself, is that advertising is too expensive in this town for us to buy much display space, and that would be necessary if we wanted to reach the people who buy sporting goods."

He then went on to explain that the reason for Callahan & Douglas' success in getting men to buy their hunting and fishing equipment from them was that they had bought from them when they were youngsters.

"Oh, you advertised for the boys' trade years ago, and you've kept them coming to you ever since?" he was asked.

"No, not exactly. You see you can't go after the boys' trade the way you can after other trade. Campaigning for their business wouldn't be fair. Every person in town pays taxes to run the boys' schools, so no one store ought to get an exclusive hold on what business there is connected with the schools' athletic enterprises.

Getting School Business

"The way it works out, in outfitting boys' teams, for example, is this: Say eighteen uniforms are needed, together with a lot of other equipment that's pretty expensive. The bill comes pretty high, and the school athletic associations seldom have a great deal of money to spend. So every store in town that's interested in the business bids on the outfit and the best bid gets the order."

That sounded like a fair explanation but it seemed strange, on the face of it, that the business should go to Callahan & Douglas so often, and that the

other boys should trade there too. It seemed strange until a little investigation showed the truth of the situation.

Mr. Douglas had admitted to a slight interest in the boys and their affairs. He advertised his

do citizens and point out to them that their sons and the friends of their sons would probably be forced to cancel their trip unless someone came to their help—in a hurry. As a result of this canvassing suf-



One of these two show windows is trimmed with sporting goods at all times

store in the "Panorama," one of the school publications, and did "whatever little else" he could to help them and encourage them in their various activities. Here is one of the "little" things he did:

During the Fall football season the local high school football team found itself, after a season of rainy Saturday afternoons and resultant poor attendance at games, too poor financially to make a trip down to New Jersey to play a game that had been scheduled since early season. Mr. Douglas heard of the athletic association's embarrassment and decided to do what he could to help.

What he did was to go to a large number of fairly well-to-

efficient money was soon raised to pay the railroad and incidental expenses of sending the eleven players, a number of substitutes and coaches on a two-hundred-mile trip.

A sequel to this story was the cancelling of the game by the New Jersey team. Mr. Douglas found himself, as a result of this cancellation, with several hundred dollars on hand, and he decided to return the money. A number of the donators refused to accept it. "Give it to the boys," they said.

"Nothing doing," was the answer. "You take it back, and next time it's needed I'll call on you again."

The Callahan & Douglas
(Continued on page 62)

Good Roads Bring Hard Times to the Mail Order Houses

More than 26 millions lost by Sears-Roebuck and Montgomery Ward last year and the first two months of 1922 show a further decrease

By Ralph Armstrong

IN the beginning of 1921 things looked mighty bright for our friends, the Mail Order people. They had just cleaned up a nice, big profit and were going ahead on all six cylinders. For seven years previous to that, their business had grown steadily. The prospects for a bright and prosperous New Year were rosy, indeed, and the retailer had cause for alarm.

But the procession came to a halt very suddenly. The old prosperity Juggernaut stopped dead in its tracks and then started to roll backward. It is still rolling. We don't know what the future will bring forth for

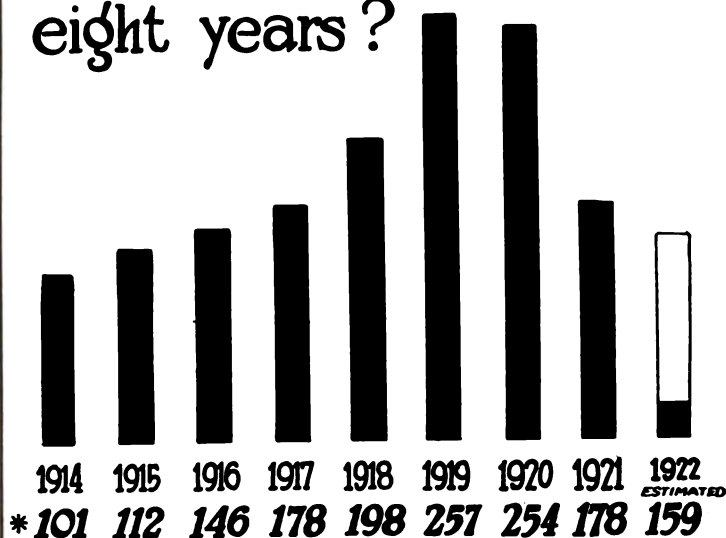
the M. O. houses, but it is beginning to look as though the retail merchant was coming into his own once more. The figures are interesting.

Two of the nation's biggest companies alone lost more than



One of the most powerful factors strengthening the retailer's position is the increased use of the automobile which brings the farmer to town

What have *Sears-Roebuck* done in the last eight years?



(*In Millions of Dollars)

The above chart gives an excellent picture of the volume of business (gross sales) done by Sears-Roebuck from 1914 to 1921, with the 1922 total estimated on the basis of the business done in the first two months of the year. The peak came in 1919 and since then there has been a steady decline. What will the future tell?

twenty-six million dollars last year, by their own accounts.

And the heavier loser, Sears, Roebuck & Co., reports continued depression for the first two months of this year.

Whereas much of this total loss represents depreciation in inventories, experts believe that much loss is due also to better selling methods on the part of local retailers.

Sears, Roebuck's loss for 1921 was \$16,435,468, while that of Montgomery Ward & Co. was

\$9,887,306—a total, to be exact, of \$26,322,774.

Those who say that much of this money was diverted to local retail trade claim that attractive window displays are reacting upon the people of the middle west and south who through the past have been educated on seductive, pictured catalogues.

The telephone, automobile and other means of increased communication between rural dwellers and storekeepers, all con-

(Continued on page 64)

Merchant Gives Every Department a Chance in His Windows

George Mayer Hardware Co., of Denver, has solved the problem of new and growing departments with limited space for displaying merchandise

By John T. Bartlett



EW and growing departments—many more articles to sell than a few years ago—no more window display space with which to sell them.

Summed up in that paragraph is a problem of hardware store merchandising which has got to be handled, one way or another. How big and how important it is many hardware merchants don't yet realize. We can know they don't realize it because their window policies are no different from what they were years ago. There is nothing about their windows in recognition of the fact that window-selling in the hardware business today is distinctly different from what it used to be.

A lot of those merchants who have failed, or had little success with new lines in recent years, have failed at least partly because they did not adapt windows to changed conditions.

Definite Window Policies

A hardware business which, west of the Mississippi, is one of the best examples of a hardware dealer rising to the new merchandising opportunities of the times, is that of the George Mayer Hardware Co., of Denver, Colorado. Its window policies are worth noting with some care.

George Mayer leased and has had in use since the Christmas of 1921 a large room on the second floor of an adjacent building. This room—its exact dimensions are not known to the writer, but he would say roughly about 35 by 70 feet—was connected with the second

floor of the building occupied by the Mayer business. Before Christmas this room was filled with toys, making it one of the biggest toy departments in the city. (Its floor space through the coming year will be somewhat reduced, but it will still be an unusual toy department.)

The writer asked Fred Breuch, the Mayer window man, how the windows were going to be hooked up with this toy department.

Always Displays Toys

He replied without any hesitation. It was a point that had been thought out. The toy department will get a whole window, it is planned, three times a year. But all the year round, some toys will be displayed in the windows—one of the ab-floor spaces being use as a stock and store-room for them.

A few years back, the Mayer

store remodelled its windows in such a way as to give the store more display space. The main floor of each window was installed some two feet and a half above the sidewalk. A sub-floor, level with the sidewalk, with just sufficient depth to permit passers to see all the contents without too much effort gave, in effect, an extra window.

The store also has a display window on the second floor, extending clear across the front of the building. Large articles are displayed up close to this window. At the back of this upper story window is a shelf, on which smaller goods are displayed.

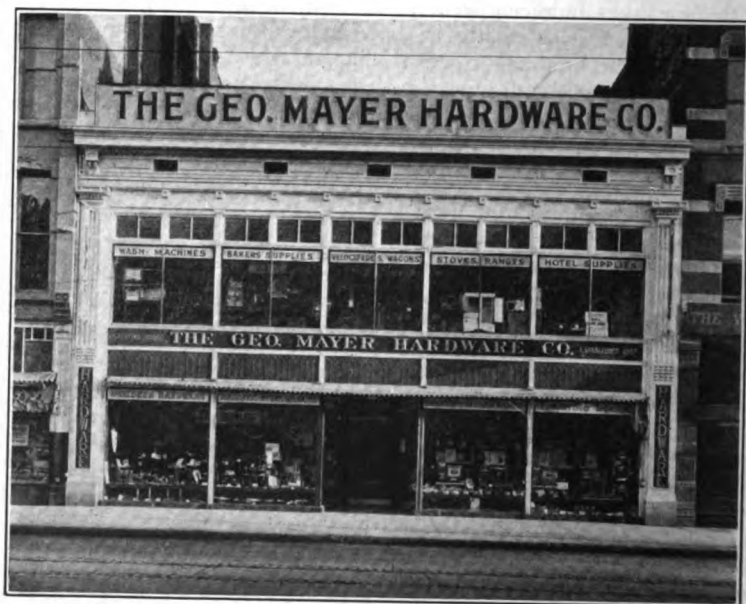
The Mayer store, in other words, is going to display toys

aggressively, despite the fact that it already has an unusually complete stock of house furnishings, cutlery, sporting goods, etc., which the windows are expected to push.

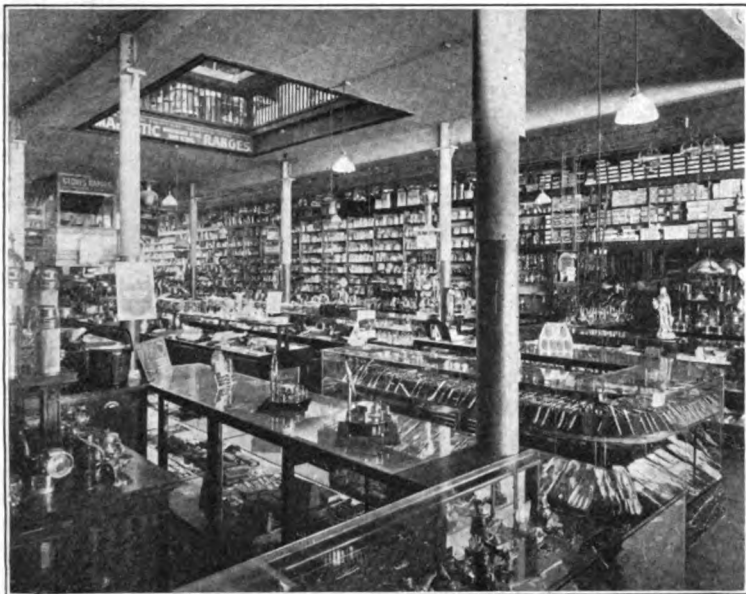
The Mayer store is downtown; thousands pass it daily; its windows have a big advertising and selling opportunity—which is grasped. The Mayer store has fixed window policies. Results are not left to chance.

Thus with stoves. This has been a very important department of the business for years. It is recognized in the windows by continuous display. At no time in the year, except at Christmas, is there not at least one stove in the windows.

There is cutlery in the win-



The Mayer windows are trimmed by a man who believes in using all his display space



The interior of the Mayer store, showing the "well" which lights and ventilates it

dows the year round. There are tools in the windows the year round.

The store consistently uses window price-cards. Not the most artistic things in the world, but they do help mightily to sell goods. The Mayer store had demonstrated repeatedly the persistent disposition of consumers to pass by the article without a price-card, and to come in and buy the same thing—when price information is ready-to-hand.

There is one other fundamental policy. Its significance can hardly be over-estimated.

This is to *fill* the windows. "I put in just as many articles as I can get in!" says the window trimmer. Look at the

accompanying picture of the Mayer windows, and the reader will agree. This principle of display, used by various chain variety and drug stores, is commonly termed "junking," and chain systems, for their particular lines of goods, have repeatedly proved its value—the Woolworth chain, for example. "Junking," however, is an unkind and incorrect word to apply to Mayer windows, for they are well trimmed windows. Even in displaying scores of different items in limited space, there is opportunity for the expression of a sense for the attractive and artistic.

This policy of filling the windows is the more significant
(Continued on page 70)

What Does "Sterling" Mean to Your Trade?

THE Smith name on hardware corresponds to the Sterling mark on silver"—how often have you seen that line? Did you ever know what it comes from, what it really means?

"Sterling" is merely an abbreviation of Easterling, meaning one who inhabited or came from a country to the eastward. In explanation of the way in which the word came into common use, Webster, Hollingshed and Camden, three eminent scholars, may be quoted.

Webster states that Easterling, many years ago, was the common name given to Germans trading in England. Their money was of the purest quality or unadulterated.

Hollingshed refers to certain merchants of Norway and Denmark, and others called "Ostermanni," or, as they were commonly called, Easterlings, because they were from the East with respect to the English.

Name Came from Germany

Camden's explanation of "Sterling" as applied to money is that in the time of King Richard the First, money coined in the eastern part of Germany began to be of special request in England because

of its purity, and was called Easterlings. Later, men from that part of Germany who were skilful in mint matters and alloys, were sent for to come to England to bring the English coin to perfection. Since then English money has been called after them, "Sterling," an abbreviation of "Easterling."

Next time you tell a customer that an article of merchandise is Sterling silver, you will be able to explain it more completely.

Hanging Shelves Give Extra Display Space

TO gain more display space. A Western hardware merchant adopted the plan of hanging shelves above his show-case. These shelves are made of plate glass such as cut from salvaged portions of plate-glass windows. Each shelf is held by two iron bars screwed into the lower side of the balcony. These bars are bent at right angles and the bottom and flattened. Then the plate-glass shelf rests on this flattened portion of the bar and is held in place by screws through perforations in the shelf. These are not too high to get attention and their use gives the store a great deal of additional valuable display space.

Picture Contest Winners Will Be Announced In The Next Issue

In the May issue of GOOD HARDWARE will be announced the winners of the nineteen cash prizes totaling one hundred dollars. The contest closed at midnight on March 20th, and the judges are now hard at work reading the thousands of titles submitted.

Be sure to get your copy of the May issue and read the prize-winning answers.



Does a Business of \$800,000 In a Town of 3,500

The remarkable story of a California store that was taken over as a dying horse and developed into one of the most successful hardware enterprises in the country

By Charles Abbott Goddard

THERE is a store in a town of 3,500 in Southern California that is doing over \$800,000 a year on two lines which are strange associates, hardware and groceries. It is an interesting store, with an interesting history and interesting methods. The hardware stock was begun by the proprietor when he took over a "dying horse." The grocery stock was added to draw trade. Now each stock presents a volume that is little short of wonderful, for there is not only local competition, but there is also plenty of it from neighboring large cities.

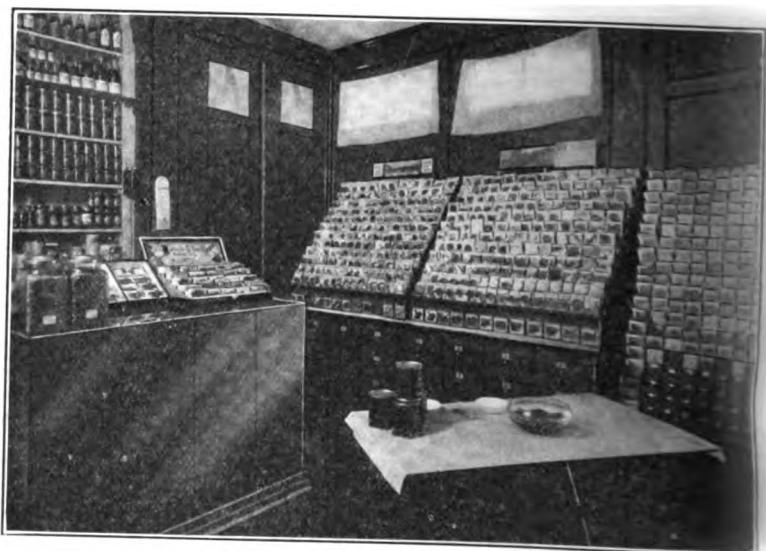
This store of R. Linder's in Tulare, California, is in one respect a country store. That is in the degree to which the old-fashioned friendly relationship between proprietor and customers enters into the business. At the rear of the store, for instance, there are two rows of green benches, each facing a heating stove.

On these benches farmers may sit, talk and smoke while their women folks are making the most of a shopping holiday. Lest that cause one to think that the store is of the old country

store type one must be told at once that for up-to-dateness and attractiveness, to say nothing of equipment and convenience, the store has nothing to apologize for to its big city competitors.

When he came down from San Francisco some thirty-five years ago to take over a dying hardware store—he had been a salesman for a San Francisco concern—Mr. Linder did business in a mere shack. He was alert, friendly and honest and the business soon outgrew the building. He built another. It burned. With foresight that

Little Touches That Make

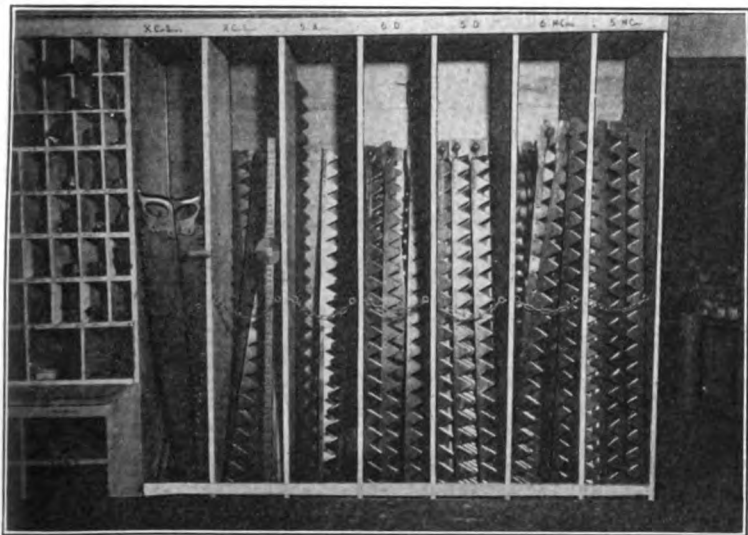


This is the up-to-date seed rack in the Linder store which made the seed department grow until it demanded an "annex"

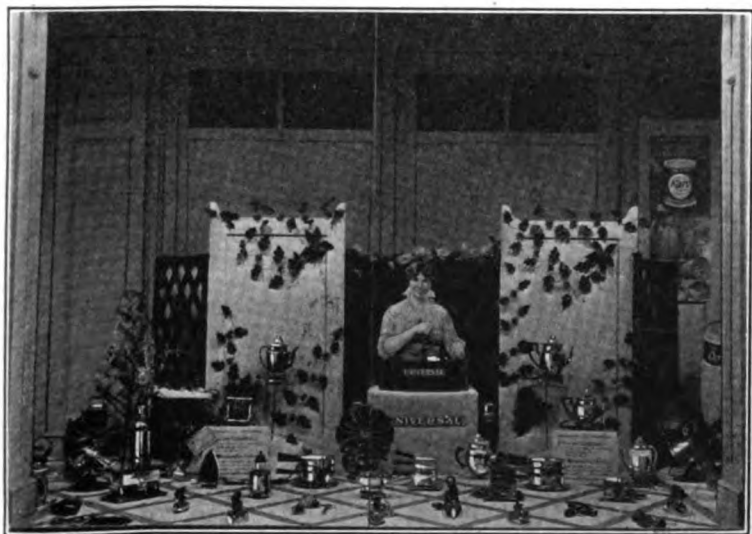


One reason why out-of-towners go to Linder's is this rest-room pictured here. It takes some of the strain off the shopping trip

Big Business For Linder



This saw-rack, with the chain stretched across the front, means more than convenience: it also means safety to salesmen and customers



One of Linder's advantages in running a combination hardware and grocery store is that he can display cooking apparatus and the food to go into it

has marked his methods ever since, he built again and built still larger. He built too large, people thought, but although he did have to rent out part of the building for a while, he later used all of the space and had to build an annex. Today the business home contains 60,000 square feet of floor space.

With sixty people handling his merchandise one might think that the proprietor would let his salesmen do the mixing, but Mr. Linder is in his office only at rare intervals. Most of his time is spent on the floor walking about, speaking to acquaintances and making new ones. He knows a surprisingly large number of people, and they are not all adults, either. Linder's store

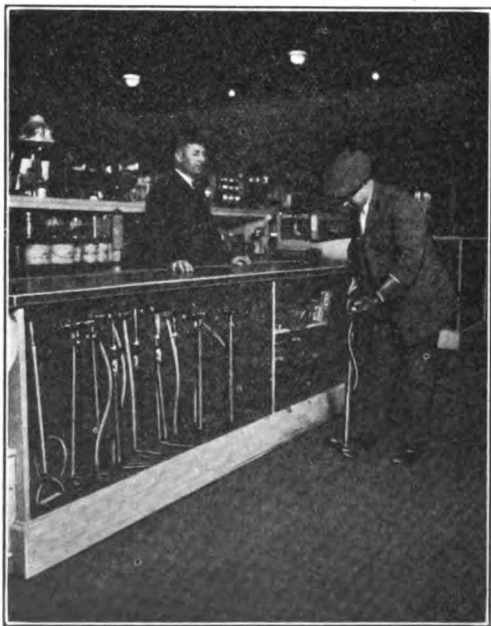


Linder, of Tulare — California's champion retail hardware merchant

means Linder himself to all of them.

He does a great many things which even his executives do not at all times label as "good business" — but, as his son and vice-president, George W. Linder, said, "He usually proves his good judgment in the way that his ideas work out."

He seems to see everything, to weigh the good or injudicious of everything he sees. He never lets half well enough or apparently well enough alone. He is keenly observant and seeks continually to improve. When he comes down in the morning at 7:30 — he pulls out from



This showcase sells pumps easily because it allows the customer to pick up and handle them



Karl S. Geiselhart, Manager of the hardware department of this unusual store

thirty to fifty memoranda regarding things he wishes done or changes he finds advisable. He is not a merchant to wear out the seat of his pants.

In keeping his fingers on the business he never misses a mail or looking over the invoices. He has never departmentized the different stocks as many smaller businesses have found that they must do to prevent one department losing the profits of another. Good business or bad, he always knows whether each department is paying a profit.

His arrangement of the store is characteristic of his originality. It is true that he did send his son and two other men about to look at other stores, but he changed the ideas they gathered much as an author marks up a printer's proof. He did gain by getting the men to gather ideas. He usually gets them to commit

themselves on various projects; but always weighs the recommendations in his own mind and if he feels that his way is the better adopts that. Usually, he proves his case in results.

One instance of this is the rest room for women that is not in the rear or on a balcony or in other inexpensive space, but at the very front of the store. That is where Mr. Linder feels that it will be the most convenient for his customers, even if it is not so convenient to the store.

Not only has he a rest room, but he has a comfort station for men and one for women. Both have outside entrances. These are open every hour of the day and the night and are accessible when the store is closed.

They are built into a rear corner of the building and are kept as clean and sanitary as if they were inside the store itself.

(Continued on page 72)



Every style of glove is in full view and is easily found

Hold-up Man Gave Merchant an Idea

HOLD-UPS have become a more or less frequent occurrence lately, but did you ever hear of a hold-up that was profitable to someone other than the hold-up man?

A Pittsburgh hardware and sporting goods man was recently "stuck up" by bandits, and his friends gave him the laugh because he had enough weapons in his establishment to stock an arsenal. And this joshing gave him a happy thought.

The Traveling Arsenal

He piled all sorts of weapons and ammunition into a suit-case, hired a special salesman and subscribed to the various newspapers in the city. Each day he carefully scanned the news for mention of hold-ups in banks, stores, etc.

Bright and early on the morning following such crimes the salesman was on the job with his suit-case, in the neighborhood where the most spectacular hold-ups occurred. Later in the day he travelled to other sections where the bandits had been operating. Naturally the excitement created by the crimes was reflected in his talks with shopkeepers, housewives, etc., and then he would spring his little story, open his suit-case and display his "young arsenal." Invariably he was successful in landing some very good orders.

Beyond the wise merchant went beyond this: he made arrangements with the police station sergeants to notify him by

'phone of every hold-up or robbery in the city. Within a very short time he added two more salesmen, who at once began to pile up sales. Later the merchant expanded his protection appeal, and emphasized the advantages of burglar alarm systems and floor push buttons that set off a gong outside the store.

And all just because he had been "held up" when he was without a weapon on his person!

Pictures That Talk In Advertising

AN enterprising furnace company in Oregon recently had a full page advertisement in a daily newspaper with a large circulation. Pictures of twenty-five beautiful houses in which they had installed furnaces during the previous month were displayed. In this group were many styles and sizes of houses, all of which presented home-like appearances. Though this advertisement cost the company a great deal of money, they believe it to be the most effective ad they have run.

WHAT'S THE USE?

Sam boarded a trolley, and after a few whispered words with the motorman shuffled to the exit door at the middle of the car, where the conductor collected fares.

The conductor asked.—"Why do you want to get off so soon, Sam?"

"Well, suh, Ah wants ter go ter Sixty-seventh an' Cedah Avenue, an' de motah man he say dey ain' no Sixty-seventh an' Cedah Avenool!"

The conductor replied.—"Well, there isn't!"

Sam continued.—"Well, den what's de use of me goin'?"



Photo © Farm and Fireside

Here Are Some of the Articles You Can Sell to Dairy Farmers

Every dairyman in your county is part of your market for a thousand and one articles that you can sell him

By A Country Hardware Dealer

AS a hardware dealer, it was my very good fortune the other evening to spend a couple of hours in conversation with one of the big dairy farmers of this section of New York State. This was a real opportunity, for it gave us a chance to get together in a discussion of mutual benefit.

This section is largely devoted to dairying and the end of the hardware business given over to supplying the needs of the dairy farmer is vitally important. I understand that there are only about fifteen certified dairies in the State supplying milk in its raw form to one of the big distributors in New York City, and out of this number three of them are located on the outskirts of our little town of three thousand population.

Unless one is quite familiar with these large dairies, there may seem to be no immediate connection between them and the local hardware merchant—but let's look into this a bit.

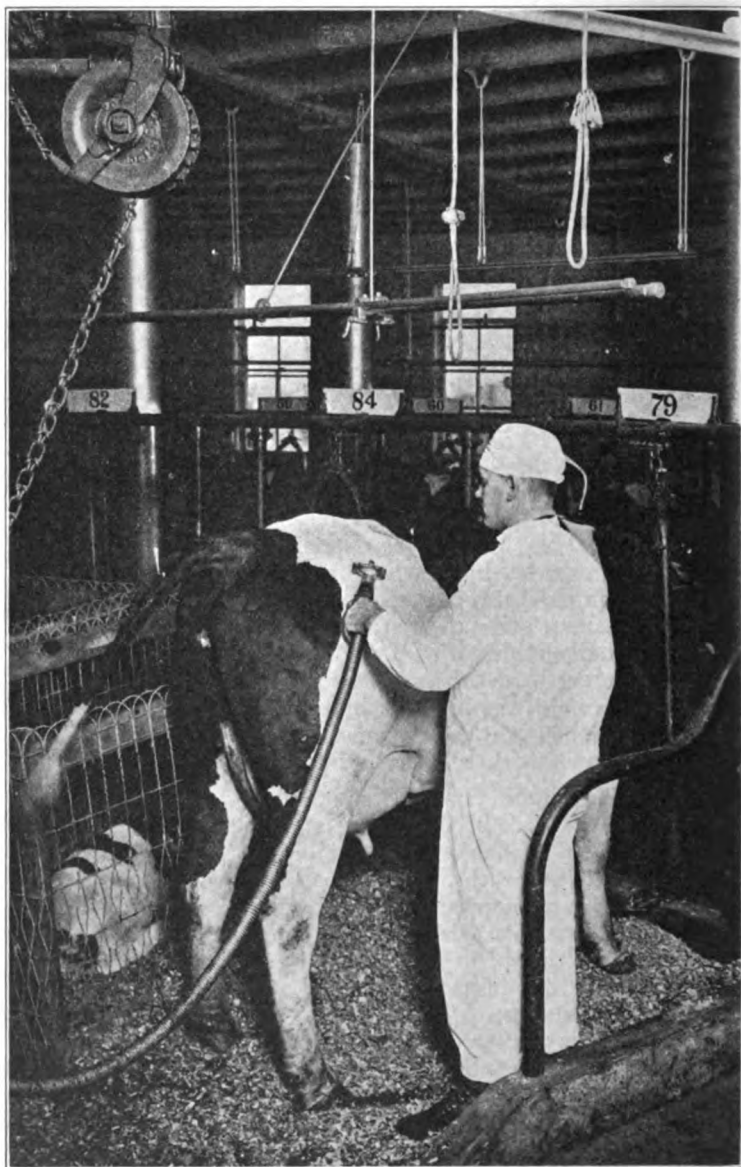
These dairies must be prepared to stand an inspection from a representative of the Board of Health of New York City at least once a month. As you may well imagine, this means that all of their equipment must be modern and sanitary and must be replaced, without question, as frequently as conditions demand.

Then, passing these one hun-

dred per cent. perfect farms, as we may call them—these certified dairies which stand alone as possessing a certificate to ship milk into the city in a "raw" state—there are two other classes of dairy farmers who must frequently visit the hardware store for supplies.

Of these, first comes Grade A, whose barn and dairy equipment must be inspected and passed upon at regular intervals, and second comes Grade B, into which class come all the rest of the dairy farmers who produce milk for city shipment.

Both of these two classes



Your business in dairy hardware in your part of the country would increase considerably if you would show the milk producers that they could, with benefit, use the apparatus shown in this picture. In addition to the stanchions, wire fencing, rope and clippers there are dozens of other sales possibilities in this barn alone

draw their milk to one of the two local stations each morning—either Grade A or B plants, where it is pasteurized and bottled for city shipment.

Now that we have outlined the three classes of milk shipping dairy farmers in our community, let's see how the hardware dealer can co-operate with them to a mutual advantage.

Perhaps one of the very first items of necessity is the forty quart milk can in which milk can be carried to the local stations from the farms.

At one time, when prices were at the low normal some years ago, a good grade of can averaging twenty-six pounds in weight could be sold for three or three and a half dollars; then prices began to kick up their heels and they danced this merry up - the - ladder tune until they reached the high level of seven and a half dollars. All this time cans were wearing out and farmers had to replace them because leaky and rusty cans were strictly taboo by the authorities.

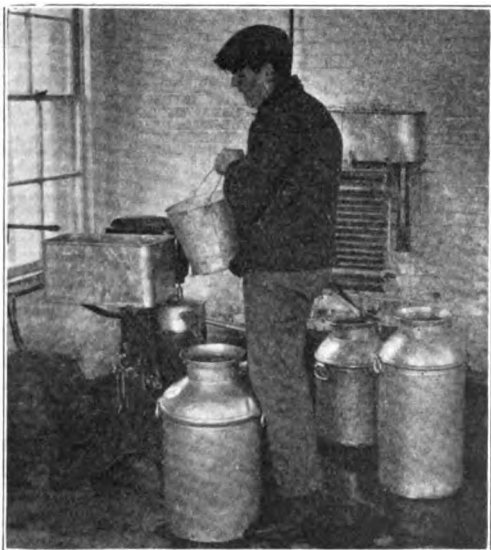
At the present writing, milk cans seem to be down to a low level, at least as low as they can reasonably be expected to come for some time, and due to manufacturing price-cutting conditions, a five dollar bill looks pretty

good when tossed into the circle against one of these bright and shiny twenty-six pounders.

A long time ago we purchased a set of alphabet steel stamps so that we can initial all cans sold to farmers before they leave our store; we are glad to do this at no additional cost to the purchaser, and as it happens that these stamps, made up into an individual die, are fairly expensive, the farmers appreciate this little service on our part.

I know of one dealer in this vicinity who bought a carload of milk cans recently, so you can judge of the volume of sales in this one item at the present time.

Let's go back to the farm again and see what these dairy-men are doing in the way of keeping things fit for inspection.



Milk cans, boilers, repair tools are only a few of the articles you can sell to dairymen

Suppose we go over to one of the big certified dairy-farms and see what sort of equipment they have. We'll drive down past the Fair Grounds and over the bridge and here we are.

Right at the top of the knoll at the right of the road is the big dairy barn with the concrete

are equipped with adjustable *ventilators*, while large *roof ventilators* take off the stable moisture and bring in fresh, pure air from above.

Stable brooms, with rattan inserts, hang on the wall, as do *stable shovels* and *manure forks*.

A *manure carrier* outfit, with



The stanchions shown in this model dairy barn would make a nice sale for any store

watering trough in the center of the barnyard.

A long row of patent stanchions on each side of a center passage-way greets the eye—immaculate concrete floors and stalls with white washed side walls tell us at once that no hurried warning that the inspector is coming is needed in order to bring things here up to the required perfection.

The freedom of the swinging stanchions gives the cows every possible stable comfort, and a long row of water bowls, with running water, covers that need to a nicety. All of the windows

track and conveyor, carries this valuable fertilizer to the barnyard pile, and there are also a couple of heavy *steel tray wheel barrows* for stable use.

Sanitary metal milk stools have long since replaced their old fashioned three-legged wooden predecessors, and with their gray enamel finish, blend nicely with the other up-to-the-minute equipment of this dairy barn.

Milking pails, *milk strainers* and *dairy pails* are in evidence. I might add that one of the local inspectors tipped us off that a

(Continued on page 88)

What Some Hardware Stores Did To Interest the Farmer

Hiring poultry and agricultural experts and boosting and demonstrating various lines helped these dealers to build business



HIRING a poultry expert to work among the farmers of his community helped M. W. Wallace, an Indiana hardware man, to increase his farm business. His store was located in a small town, only five miles from two other towns which had excellent hardware and implement stores. Wallace wanted more of the farmer trade to come his way, so he cast about until he found a young man who had taken the agricultural course and specialized in poultry at the State Agricultural College. This young man, being unemployed at the time, gladly consented to double in the parts of salesman and poultry expert.

Culling hens for egg laying ability was receiving considerable publicity in that locality at the time, and he did this work without charge except on semi-commercial poultry farms where a nominal charge was made. This store handled a nice line of poultry supplies and feeds as a side line and it was no uncommon thing to see the young man going out to cull hens with his roadster loaded down with appliances of various kinds.

Under the direction of the poultry advisor a boys' and girls' poultry club was organized and Wallace gave each member one setting of eggs and agreed to take a chicken from that setting as his payment in the fall. The plan worked well and not only were the youngsters kept in touch with the store, but they in turn interested their parents. As a rule hardware stores do not pay enough attention to the rising generation. Wallace rounded out the year by holding a poultry show in his large store-room for the members of the club. A capacity crowd attended, lectures were given on poultry subjects, prizes were awarded and a

general good time and get-together meeting resulted.

Wallace sold his store a few months after this, because illness in his family made a change of climate imperative.

Poultry Materials Move

That one summer's work had much to do with the price he got for it. Among the lines which showed better turnovers and corresponding gains in profits for the year were poultry appliances, netting and fences, insecticides and spraying material, paints and building hardware. The added profits on these things paid for having employed the man from the college. In addition farmers often called up

and asked to have a new hay rope, a collar for a horse, a sweat pad or two, a few pounds of nails and occasionally a complete farm implement brought out by the demonstrator if he was coming that way that day.

When the Madison County, Indiana, Commissioners decided that a county agent was an unnecessary expense one of the county seat banks immediately hired him at their own expense. One of the bank's officials stated

that even if the farmers did not need the agent the bank did because he brought them in closer touch with the farmer and his needs. In effect they said: "Put us on a basis of sympathy with the farmer and the things he is doing. Never mind about him understanding us. Help us to understand him, the things he does, the things he needs and why he does them and needs them and the problems will work themselves out." They did. Wallace applied the principle to his own business and any other hardware man can do the same thing.

Sauer, of Markle, Ind., went down to the Agricultural School for the short course. He is in the hardware business with his father. He believed it would pay him as a business man to

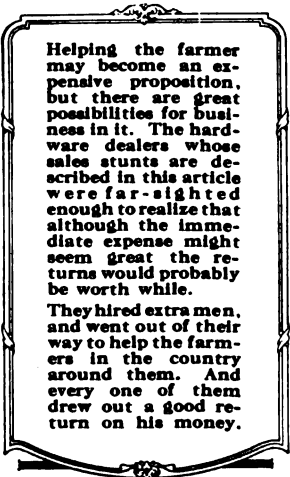
be able to talk the language of his prospective customers in an intelligent manner. It has.

The Fallis Brothers put on a corn show for their farmer friends. They talked the gospel of better seed corn and began in the spring to create interest. That offered a way to open up new friendships and create new business without making a direct drive for it. However, the year's business proved conclusively that those were profitable friendships.

An Illinois dealer, who lives in a locality where many farm sales are held during the fall and spring, keeps a list of all farmers who are billing public sales. He uses this list as a means of selling paint. As soon as a man advertises a sale or begins to talk one the dealer gets him on the 'phone

and recommends painting his old implements as a means of making them bring more at the auction. If the farmer hesitates because he has no time to paint them the dealer has a man ready who will do the work at a reasonable price. He has added much to his paint sales by this method. It furnishes a way to locate paint prospects and to sell to those who do not come into the store. Very often it leads to

(Continued on page 68)



Helping the farmer may become an expensive proposition, but there are great possibilities for business in it. The hardware dealers whose sales stunts are described in this article were far-sighted enough to realize that although the immediate expense might seem great the returns would probably be worth while.

They hired extra men, and went out of their way to help the farmers in the country around them. And every one of them drew out a good return on his money.



A HELPING HAND

A well-dressed man stood for several minutes watching a brawny expressman tugging at a heavily laden box almost as wide as the doorway through which he was trying to move it. Presently the onlooker approached and asked:

"Like to have a lift?"

"Thanks, I would," the other replied, and for the next five minutes the two men, on opposite sides of the box, worked, lifted, puffed and wheezed, but the object of their attentions did not move an inch. Finally the well-dressed man straightened up and said between puffs:

"I don't believe—we can—ever get—it out."

"Get it out?" the drayman roared. "Why, you idiot, I'm trying to get it in!"

FOR WIVES ONLY

Seen in a drug store window: "Take a brick home to your wife."

CHIVALROUS

Mother.—"Willie, I'm ashamed of you. You've eaten your sister's share of cake. How can you be so selfish?"

"Willie.—"Well, mother, I thought you said in any dispute I was to take Nellie's part."

UNUSUAL

"I've got a lot of things I want to talk to you about, dear," said the wife.

"That's good," answered the husband; "you usually want to talk to me about a lot of things you haven't got."

THAT'S HOW!

"You say this canned milk is from contented cows?"

"Surely; that's a part of their contents."

FULLY ARMED

He.—"It says here that women's tongues are their best weapons."

Him.—"Then they'll never be arrested for carrying concealed weapons."

IN THE SHOP

Gentleman (searching for his wife in a crowded shop).—"Is there anything on earth that would reconcile a man to such a crowd as this?"

Shopper (promptly).—"Yes, sir, being a member of the firm."

WRONG NUMBER

Wrecked Motorist ('phoning).—"Send assistance at once. I've turned turtle."

Voice (from the other end).—"My dear sir, this is a garage. What you want is an aquarium."

A SILENT THREAT

A farmer, who was short of teams, hitched a mule and an ox together to help with the hauling. When the team had gone a mile down the road the ox stopped, lay down, and refused to go further. He simply unhitched the animal, returned it to the stable, and made the mule pull the wagon the rest of the day.

That night the ox spoke to the mule confidentially. "What did the boss say today?" he asked.

"Nothing that I heard," replied the mule.

Next day the ox lay down at the end of half a mile. Again the farmer calmly put him back in the stable.

"What did the boss say this time?" asked the ox that night.

"I didn't hear him say anything," replied the mule, "but he's leaning over the fence out there talking to a butcher."

Our follies tax us seven times as much as does any Congress.

DOMESTIC RELATIONS

Tenor.—"Every man has his troubles."

Bass.—"Yes; and most of them wear skirts."

A BIT STEEP

"What's the price of your best tea?" asked the woman with the market basket.

"Two dollars a pound," replied the clerk.

"Isn't that too steep?" replied the bargain chaser.

"Yes, ma'am," answered the youth. "That's what my folks buy tea for."

THE PRICE OF BEAUTY

Lady Client.—"This bill for \$1,000 for removing wrinkles and straightening my nose is an outrage! I——"

Beauty Specialist. — "Ah, madam, you must remember that beauty is skinned deep."

POINT OF VIEW

Jane.—"It's easy enough to please a woman."

John.—"All you have to do is to make a fool of yourself over her."

Grumblers should remember that the worst wheel of the cart creaks most.

WISE AT LAST

Bobbie.—"Father, have you cut all four of your wisdom teeth?"

Father.—"Yes, son. I have purchased a second-hand car, accepted a nomination as Congressman, been chairman of a local reception committee, and married your mother."

A TESTIMONIAL

Mappin.—"There's a fine picture of our minister in the paper today."

Chaplin.—"And what was he cured of?"

NATURE'S ECONOMY

Jones.—"This storm is an instance of the economy of Nature."

Smith.—"How so?"

"The rain is coming down in sheets to cover the beds in the garden."

Always screw yourself up to keep your bad temper down.

SHELL SHOCK

First Rooster.—"What's the matter with that black leghorn hen?"

Second Ditto.—"Shell shock. Ducks came out of the eggs she had been sitting on."

HEADS UP

Judge.—"You say your wife hit you on the head with a plate. Is that so?"

Prisoner.—"Yes, sir."

"But your head doesn't show marks of any kind."

"No, sir; but you should have seen that plate!"

THE SUPER-SALESMAN

Employer.—“I don't like to engage this fellow. I don't know whether he can sell our

goods or not. What can he do?”

Manager.—“I'll assure you he's good. He could sell glasses to the eyes in a potato!”



Hose, hoes—and hose.

WHICH COUNTRY?

Housewife.—“Are these eggs fresh?”

Peddler (in injured tones).—“Certainly, ma'am; they're right from the country.”

Housewife.—“If they're anything like the last ones you sold me, they must be from the old country.”

A SWEET MESS

Hilda.—“That was an awful jam we got into, wasn't it?”

Minnie.—“Yes, it was a sweet mess.”

*Every argument has two sides
—unless you happen to be on one
of them.*

THE WIFE HELPS

“I am ashamed of my failure to keep abreast of modern science,” said the learned professor of zoology to the young housewife. “Take the electric light, for instance; I haven't the least idea how it works.” The young woman gave him a patronizing smile.

“Why,” she said, “it's very simple, really. You just press a button and the light comes on—that's all there is to it.”

ALL CLEANED OUT

A Scotchman bought a pound of sausages and, taking them to his landlady, he asked her to serve them for his breakfast.

“How'll I cook 'em?” she asked.

“Fry 'em like fish,” said Scot.

Next morning the landlady comes in wi' em' an' as she lays 'em down, she says: “I hope ye'll enjoy yer breakfast this mornin', but there's no much in these things when they're all cleaned out.”

PIKER

Magistrate.—“Did the prisoner offer any resistance?”

Officer.—“Only half-a-dollar, yer honor, an' I wouldn't take it.”

THE RICH RELATION

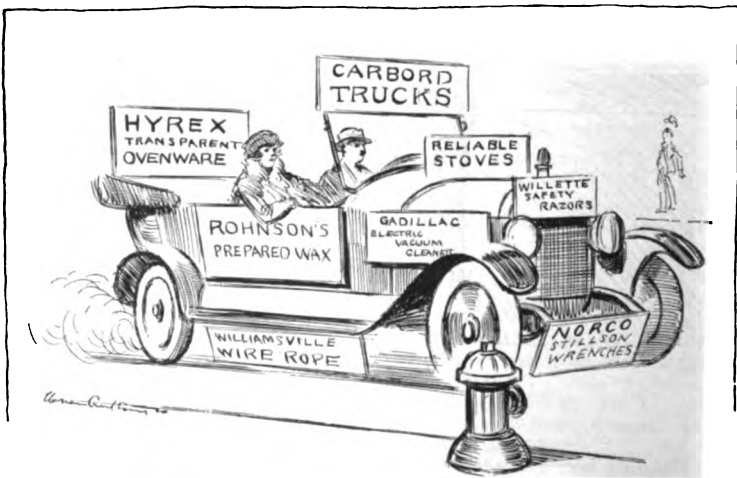
Wiseman.—“A poor excuse is better than none.”

Witts.—“Yes; even a poor excuse may have some rich relations.”

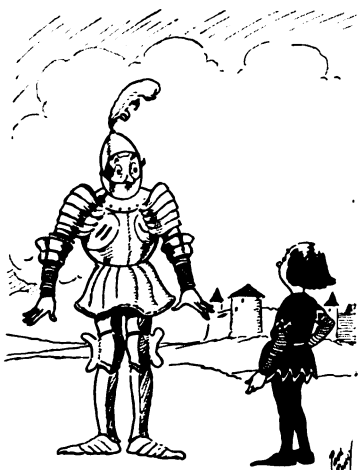
THE NEGATIVE

Mellow.—“I tell you, a new camera is a positive necessity.”

Fellowe.—“And yet it is a negative proposition.”



Smith's scheme for reducing motor expenses



Fresh Youth: Say, Mister, why don't you take off that junk an' go into the hardware business?

NOT WALKING

Conductor.—"Here, you must not smoke in this car."

Irishman.—"I'm not smoking."

Conductor.—"Well, you have your pipe in your mouth."

Irishman.—"Yes. I've got me feet in the shoes, but I'm not walkin'."

THE MAGIC BIN

They were discussing the feats of Luther Burbank. "He can't compare to my grocer," interrupted Mrs. Phastalker. "Why, he actually produces eight different varieties of coffee from the same bin!"—*Life*.

RECKLESS

Missess (to maid about to leave to get married).—"I hope, Susan, that you have given the matter serious consideration."

Maid.—"Oh, I have, ma'am. I've been to two fortune-tellers and clairvoyants, and looked in a sign book, and dreamed on a lock of hair, and been to one of those astrologers, and to a medium, and they all say, 'Go ahead,' ma'am. I ain't one to marry recklesslike, ma'am!"

TO SUIT THE OCCASION

"Mr. Grocer, I want some of the strongest and jazziest coffee you have."

"Here's some of the brand that Dempsey drank before he knocked out Willard."

"Yes, but I'm going to a whist party."

"Ah, then! Here's the kind Macaulay drank before he wrote 'Horatio at the Bridge.'"

A mile a minute is good speed, but a smile a minute gets more action.

THE CARVING BLUES

"That golfer doesn't seem to mind a thing people say when he is addressing his ball preparing to drive."

"No. He's used to having sarcastic remarks flung at him."

"That so?"

"Yes. He does the carving at dinner-time, and has a large family."



Chronic Borrower: What does it mean, "The man who loans tools is out"?

New Hardware Clerk: Why, he's out the tools, I reckon.

EDITORIALS

A Letter on Radio

THE eagerness with which GOOD HARDWARE'S series of articles on the merchandising of radio-telephone apparatus has been received is evidenced by the following letter from Mr. O. I. McIntyre, of the Lathrop Hardware Co., of Montrose, Colorado. This is only one of a large number of letters which have been coming to the GOOD HARDWARE offices as a result of the first article, which appeared in the February number. Mr. McIntyre's letter follows:

"We are interested in radio wireless outfits. We notice quite a write-up in the February issue of GOOD HARDWARE. Please send us the names of the manufacturers of the receiving sets, or if not too much trouble, have them send us a catalog and price list. We expect to install a receiving and, if possible, a transmitting set in one of the local churches, and if the church can get permission to install a transmitting set, we are in hopes of selling quite a number of smaller receiving sets."

Let the Women Take Their Time

ONE of the most striking changes in hardware stores in recent years is the change in appearance brought about by the addition of new lines and new departments. There is little in the modern hardware store of today to remind one of the same store a dozen years ago. Lines that are particularly interesting from this point of view are those made of polished metals and glassware which almost make the old-time hardware dealer believe that he is in the jewelry business.

One of the chief results of this has been that women have become more frequent customers of the hardware store. The old-time tool shop had very little that appealed to women and when anything was needed Friend Husband bought it.

Today the honors are about even. There are just as many women patrons of the hardware store as there are men. The introduction of household utensils with their beautifully polished exteriors has turned the trick. There are very few hardware stores that cannot make this appeal in some degree. Even the smallest can devote at least one counter or case to a small display of this class of merchandise.

Some stores have gone even further. One in particular that we were in recently is divided down its entire length, with house-

hold hardware on one side and tools and the rest of it on the other. On the household hardware side the clerks are all women. The other side, which is devoted to men's needs, seldom attracts a woman. The dull blue steel of a rifle barrel means little to her, but the highly polished nickel or silver of a percolator means a great deal.

This store has proved what many merchants have been told by impatient men customers for years—that women are slow shoppers. The customers on the men's side make their purchases and are finished while the women across the aisle are still asking for additional information. This separating of the men and women is an important asset because it means a great deal of satisfaction to the man customer and is no inconvenience to the women. Waiting for a woman to make up her mind to buy is dull work and the man customer generally decides to do his buying "later." And he does, when he finally gets around to it, but usually at another store.

Why is a Banker?

ARE you on good terms with your local banker? Or do you feel that because your business is in pretty good shape you can go along and absolutely ignore him?

In the big cities the bank is the very center of business life. It is usually the starting point for new enterprises, and the point at which established companies start their expansion. It is the oracle which answers questions as to financial policy almost as much as it is the treasury which lends money for the carrying out of those policies.

Important as this is in the big cities, it is even more important in the smaller towns and rural communities. There the banker is usually the best fitted person in town to consult on any business matter. Because of the variety of his business interests, he is called upon to know real estate as well as hardware, agriculture as well as manufacturing.

He is not, as he is often pictured, the miser who hoards his money and lends it only with reluctance. He lends money gladly. That's his business. But he must be assured that the borrower is worthy of credit. And the retail merchant who knows his banker and is known by his banker is the merchant who can get loans or credit for any reasonable enterprise whenever he asks for it.

The banker is interested in local business, even if it is a business that has never borrowed from him. He is interested in its problems and in order to understand them properly he should have full information about the volume of that business, about the stock, bills receivable and accounts payable. He is in a position to help a great deal. And he is probably the best friend that the retailer has.

Sells \$6,000 Worth of Radio Goods in Nine Weeks

(Continued from page 10)

field Mr. Jones for several years made a study of radio as an avocation. His knowledge thus gained gives him the advantage of being able to undertake the sale of parts of apparatus as well as complete sets. While a man can, in a short while, acquire sufficient knowledge of radio to intelligently sell complete sets he would find it very difficult to do much of a business in parts without a fairly good working knowledge of them. The parts trade, however, does not begin to compare in dollars and cents volume with the complete units trade.

Build Sets and Save Money

The customer can buy the parts for one efficient little receiving set for \$9, whereas the set complete would cost him \$35. Mr. Jones has added considerably to his parts trade by getting out charts selling for 50 cents each that show the amateur how to put together the various parts of the best known receiving sets.

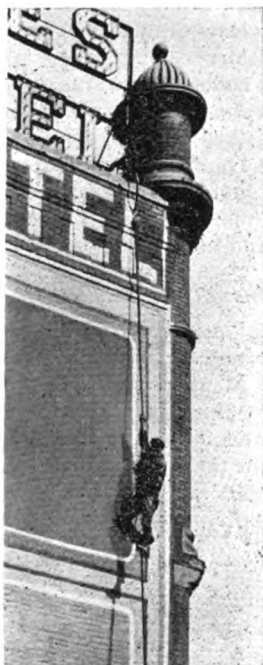
Mr. Jones has not yet ventured into the sale of transmitting sets. That is a branch of the business for experts alone. Moreover, the transmitting sets are very complicated and expensive. Nobody can operate one without a license, and it must be operated in accordance with government regulations. On the other hand, anybody can use a listening or receiving set.

Quite a portion of Mr. Jones' business has been in selling accessories that go with the various units. These the man with a scant knowledge of radio can merchandise. They include such things as vacuum tubes, storage batteries, dry cells, transformers, connections, wavemeters, and other articles complete in themselves which are put up by the manufacturer in labelled separate packages. The well-stocked radio section keeps a dozen or two of each of these things on hand.

Big Repeat Business

The vacuum tubes are widely used in detecting and amplifying (making louder) radio waves. They require renewing quite frequently when in constant use; so do the storage batteries and certain other things. The result is the dealer is steadily receiving new business from persons who buy complete sets.

In addition to the articles already enumerated, the hardware dealer who intends to go into the business of selling parts as well as complete sets needs half a dozen, or at least two or three, of the common parts in stock, according to Mr. Jones. His stock includes such things as: wireless practice sets, radio buzzers, radio keys, spark coils, transformers of various voltages, lightning switches for grounding the aerial as protection in an electrical shower, spark gaps, plate circuit reactors, high voltage condensers, radiophone condensers, rectifying tubes, vacuum tube sockets,



Would YOU assume the Responsibility

for this man's safety
by selling him a rope
"just as good" as the
guaranteed kind?

SELL HIM

Columbian *Tape-Marked* Pure Manila Rope

and have him go aloft secure
in the knowledge that his rope
will keep faith.

The red, white and blue *Tape-Marker*, bearing the words
"Guaranteed Rope, made by Columbian Rope Co.,
Auburn, N.Y.," can be found in every foot of Columbian
Tape-Marked Pure Manila Rope.



Eliminate risk by insisting on the presence of this tangible guarantee—the
Columbian *Tape-Marker*.

DEALERS:—It requires little more effort to say "Columbian *Tape-Marked* Pure
Manila" to your jobber than it does to say just "rope" and there is a difference.

BY INVITATION
MEMBER OF



NEW YORK, U.S.A.

COLUMBIAN ROPE COMPANY

432-80 Genesee Street

Auburn, "The Cordage City," New York

Branches:—New York—Boston—Chicago—Houston—Baltimore

Say you saw it in GOOD HARDWARE

rheostats, crystal detectors, inductance coils, variometers and variocouplers, regenerative receivers, fractional horsepower motors, universal plugs, several types of "loud speakers," ammeters, voltmeters, binding posts, switch levers, contact points, switch stops, ground clamps for connecting ground wires to pipes, rods, etc., various kinds of aerial wires and storage battery charging rectifiers.

On some of the sets and parts the profit averages about 15 per cent. On others it is 25 to 40 per cent. The average in Mr. Jones' case has been around 25 per cent.

Mr. Jones has sold receiving sets to persons in practically all walks of life. Professional men and students are perhaps the most prolific purchasers. The man of 70 shows as keen interest in radio as the young boy.

Practically every sale made leads to another. Mr. Jones has had one sale bring as high as ten others, all for complete receiving sets. A man who purchased a set for \$200 bought another within a week for a friend. He also gave names of two more friends who were interested and might buy.

Word of Mouth Advertising

Many sales can be traced directly to word of mouth advertising; in other words, by people telling their friends about things they have bought in the store. Such advertising has led to considerable mail order selling. Mr. Jones has shipped apparatus as far off as Pennsyl-

vania. Shipments fifty miles away are a daily occurrence.

Residents of one town in New Hampshire alone have purchased enough apparatus already to give a local dealer a very good start in the field. The dealer could have started with a few hundred dollars worth of stock, mainly in small receiving sets, and increased it as needed.

Installs Sets He Sells

Installing receiving sets is a big branch of Mr. Jones' business. Many purchasers prefer to have the sets put into working order in their homes by someone thoroughly understanding them. If someone from the store puts up the receiving station it is guaranteed to be in good working order. Installing an ordinary set is a simple task, but people who have the money to pay for the work seldom go to the trouble of "studying up" a bit so that they can do it themselves. On the other hand, most boys do their own work.

The location of Mr. Jones' store is a favorable one. It is in a section where there are hundreds of offices of doctors, dentists and other professional men. It is also within walking distance of several colleges.

In no business, according to Mr. Jones, is a window display of more value than in radio merchandising. Particularly under present conditions, when there is a shortage of many articles, the sight of a group of them in the window leads to immediate sales. Interior displays of small parts in showcases also have helped in making sales.

Economy in Good Rope

THE first cost of rope means little, though many a man congratulates himself when he buys half-a-cent under the market. After the purchase comes that biggest question of all: How soon must the rope be replaced?

Farmers are learning what mariners knew long ago—Whitlock Manila will save money for any rope-user because, under every test of endurance, it lasts longer than so-called "equal" or cheaper grades. Moreover, the farmer knows he takes no chance, for Whitlock Manila is positively and specifically guaranteed superior to U. S. Government Specifications.

WHITLOCK CORDAGE
THE UTMOST IN ROPE VALUE

If you are a dealer, let Whitlock build business for you, as it is doing for thousands; if you're a rope-user, Whitlock can put money into your pocket.

Write today for the new Whitlock Catalog.

WHITLOCK CORDAGE COMPANY
46 South Street, New York

Factory and Warehouses
Jersey City, N. J.

Branches
Chicago, Boston, Kansas City
and Houston



Some Hardware Folks I Have Met

(Continued from page 14)

himself his nickname. (Personally, I wouldn't be crazy about having him for my uncle. He reminds me too much of one I have already. But I suppose there are a lot of uncleless people who do not feel that way.)

Uncle Jim is the backbone, corner stone and steeple of the First Metho-Bapsterian Church and is an earnest advocate of Golden Rule business methods. Rumor has it that no prayer meeting is complete unless Uncle Jim arises and tells with great feeling how, single-handed and alone, by doing as he would be done by, he had built up a creditable business.

I wouldn't want to be quoted as saying that Uncle Jim ever doles out four and a half pounds of nails to the customer who asks and pays for five; nor that he unconsciously slips on an extra ounce or so of putty to make it "an even thirty cents' worth"; nor that last summer he realized he was selling a tourist an automobile pump that had three times been returned as worthless. As to his tardiness in lowering the price of gasoline and oil, I attribute that to a poor memory. But I will admit that Uncle Jim has a great deal of respect for a nice round dollar.

The personnel of Uncle Jim's force is apt to change ever and anon. His employees seldom stay longer than six months, and their exits are often involuntary—oftener voluntary. They

seem to be mostly of one type—modest and self-effacing. No clerk ever thinks of closing a fair-sized deal without Uncle Jim's approval, nor of accepting a returned article until, with "the old man's" aid, he has delved deep into the financial standing, politics, religion and family tree of the returner.

There is one exception. Sophronia Kidd has kept the books at the Etnire hardware store since—oh, I don't like to tell on her! Having had plenty of practice, Sophronia can handle a set of books with neatness and dispatch. In Uncle Jim's opinion, she is ideal. She is as frivolous as a coal scuttle and as imaginative as an adding machine. She is Assistant Superintendent of the Metho-Bapsterian Sunday School and will be the first one to tell you that Mr. Etnire is an awful good man. And Sophronia has other virtues. She is consistent. Never once in twelve years has she asked for a raise. And she appreciates her employer's generosity in giving her at Christmas time a handkerchief or a wall motto entitled "My Boss."

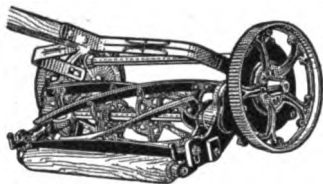
Uncle Jim does his own "checking up." One night when the cash register was short forty-six cents he stayed until two A. M. endeavoring to find out who committed the crime. Perhaps it is unnecessary to tell you that uncle has "money." For that is to be expected in one of the anointed who wastes not his substance in riotous living.

Isn't it odd that the other leading hardware store of Hunt-

(Continued on page 31)

PENNSYLVANIA

Quality
LAWN MOWERS



Be sure you send for your new outfit of sales-helps for this season.

The finest, most attractive window and store display we've ever gotten out.

Send us your name and address today for imprinting on folders. State which of the Pennsylvania *Quality* line you carry.

Make the right use of these sales-making, customer attracting displays and you'll find this will be the most profitable season you ever had, not only on Pennsylvania *Quality* Mowers but on your entire line.

Get busy now and send for these free sales-helps—transportation prepaid.



Say you saw it in GOOD HARDWARE

Installation of
Peoples Oil Co.
Augusta, Ga.
showing pump
used by hard-
ware dealers
and others



A Letter

From a General Store, Says-

"The American Visible Pump has increased our business."

J. W. Bell, Richland, Ga.

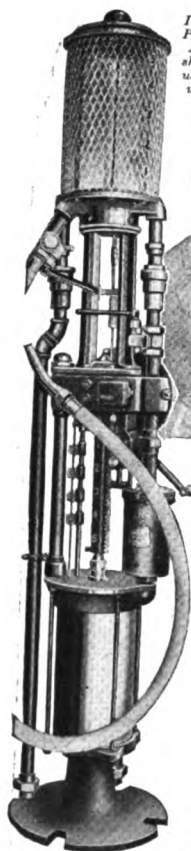
And he adds: "Have had several other pumps, but not one of them is in a class with yours. I am taking business from the blind pumps every day."

American Visible Curb Pump

Like a welcoming friend the American Visible Pump stands in front of your store EVERY DAY and ALL DAY silently and unobtrusively inviting motorists to stop and partake of your service and help.



AMERICAN
VISIBLE
CONTAINER
For other
makes of
pumps
furnished
complete



D. U. VISIBLE
Inspected and
passed and bears
Underwriter's
Label.

It is a SILENT SALESMAN for everything you sell. It's always on the job, pays its own salary, and rewards you handsomely for keeping it.

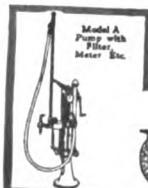
The American Visible is swift and sure—hand operated and absolutely safe—no danger from breakage, fire or explosion—

efficient—only 25 seconds required to fill and drain the container—and sold at a VERY REASONABLE PRICE.

Write us for information and prices. Let us tell you about stores of all kinds, that the American Visible is MAKING MONEY for. Investigate this silent salesman NOW.

The American Oil Pump & Tank Company,
1151 Findlay St., Cincinnati, Ohio

The "American" line includes a wide variety of gasoline outfits—both visible and non-visible, also lubricating oil, kerosene and paint oil equipment.



Model A
Pump with
Filler
Meter Etc.



Cut 21
Portable
Gasoline
Outfit



Cut 12
Battery
Outfit

Cut 36
Lubricating
Oil
Outfit



Cut 102
Curb
Pump



(Continued from page 48)

ingsburg has a rollicking sobriquet. Five years ago when Henry Little sold his farm for \$35,000 cash what more natural than that he should move to Huntingsburg and go into the hardware and farm implement business? Surely nothing!

But what might be considered not so natural in one of Henry's unimaginative temperament was his choosing the name "Hank's Place." However, even these quiet men have their devilish side and it may be—inasmuch as it was back in the Good Old Days before we had to make the stuff ourselves—it may be that Henry hoped to spear a sale or two from half-lit gentlemen who wandered into his store by mistake.

Henry Little, having been a farmer, has some ideas on the subject of selling on time to his agricultural patronage. He feels that no farmer should pay cash unless he wants to. In fact, his pet expression is, "Your credit is good at Hank's."

Back in his farming days Henry raised many a prize-winning pig. But there his knowledge of pens seems to stop. He keeps no books nor feels it necessary. He answers a letter only after the receipt of a dozen or so on a particular subject. He figures it a waste of time to discount invoices when many times the discount amounts to only a few cents. Months go by when statements, correspondence, notes, checks and invoices are piled indiscriminately on the desk in the little back office. Then, urged on by Far-

mer John, who has come in to pay a note which can't be found, the proprietor of Hank's Place directs his head clerk to clean up the desk. (And his order is a sweeping one, as though he were back on the farm ordering the stable cleaned out.)

When I spoke of the "head" clerk I overestimated him a bit, but anyhow he means well. And in the course of a four-day siege he not only finds the missing note but he sorts out the different documents. The invoices and statements are no good, so he throws them away. Next, in a halting uncertain hand he painstakingly answers the most insistent letters. His finished product gives out the impression that Henry Little's stenographer has not yet left the fourth grade. That done, the head clerk pays some bills—a few of which might have been discounted a week ago—and over-draws his employer's bank account. Because what's the use of keeping stubs? A bank is supposed to keep track of your account.

Henry writes his own advertisements and they are as gay and catchy as so many obituary notices. Approached about a campaign against the mail order houses he says he ain't afraid of no Montgraberry-Robbuck. He seems always to buy at the peak of prices and is slow about marking things down.

Take a good look at Henry. He may not be here when you pass this way again.

Fifty miles farther upstate is Royal Centre, one of those back-bones-of-the-nation. Royal Centre is "under 10,000" and

it has only two hardware stores, which are located conveniently opposite each other, thereby giving the respective proprietors excellent opportunity to gauge the loyalty of their customers. Not that alone. Each owner can, from any point in his place of business, view all signs and window displays used by his honored competitor and without undue exertion can say, "Not that I want to knock, but——."

If Huntingsburg is a "darned good town" then Royal Centre is so much more so that the word must be censored—although every merchant in town will say as much. In the heart of a rich farming district, it is a hardware dealer's Paradise. And then, it is one of those nice homey towns where a man is well dressed in a coat of one material and trousers of another; where a man's personal and family affairs, his politics and religion have a telling effect on his business success.

The store on the west side of the street, bearing the sign "H. Wilkinson, General Hardware," is not larger or finer than the one on the east side labelled "B. B. Blim, Hardware and Furniture."

The H. Wilkinson store is one of two owned by that gentleman. The other one is in a city of 20,000, three counties south. Several years ago Wilkinson had a chance to buy this place cheap and he did so, sending as resident manager one J. Vincent Hague, a trusted employee.

I have yet to see the person who will say that J. Vincent is not a dandy fine fellow. Two

years ago, when he became manager of the Wilkinson store, J. V. felt that life was just beginning, although he was a family man thirty-one years old. He'd been in the hardware game nine years, but had always worked for someone else and his own vivid personality had been kept in leash. And when Mr. Wilkinson had hinted that if all went well he might consider a partnership one of these days, J. Vincent dreamed many dreams of the small town big store he would build up.

A year after the family moved to Royal Centre Mrs. Hague inherited \$3,500 from a great-aunt and J. V. gave his wife every chance in the world to say she wanted him then and there to try to buy a partnership with the money. But there was this in the way—Mrs. Hague had come all the way from the city of 20,000 three counties south and she felt that she was giving up enough for her husband and that in her exile she must have "a decent place to live." So the \$3,500 went into a bungalow—which finally cost \$4,450.

Not that Mrs. Hague isn't a help to her husband. She finds out every hardware purchase made by her fellow townswomen, especially those bought across the street at Blim's. Which information, although it avails little in the way of sales, at least shows that the lady has her husband's interests at heart.

J. Vincent has a spirited selling line and since he has been on his own, so to speak, that line has become perfect beyond

ACME FREEZERS

Special After-the-Fire Announcement

Yes—we had a big fire. In fact, the flames left nothing standing but a smokestack. Everything else went down in a crumpled heap of ruins.

But you can't keep a good thing down. The world wants Acme Freezers, and the world is going to get them.

So we are once more making and shipping Acme Freezers with a greatly increased production capacity, and with the aid of the most modern machinery.

We can therefore assure our many hardware friends throughout the country, both jobbers and retailers, that

Two Sizes Retailing at

2 qt. heavy tin	\$1.25
2 qt. galvanized	\$1.50
4 qt. heavy tin	\$2.25
4 qt. galvanized	\$2.50



we can and will give prompt attention to every Acme order, no matter how great the quantity of freezers desired.

No other freezer has so many popular features as the ACME Freezer.

Retails at the lowest price.

Made absolutely without gears, and constructed of best quality, non-rusting metal.

The Acme Freezer has given great satisfaction in many households for 10 to 12 years.

The Acme Freezer produces pure, velvety ice cream with 5 minutes of easy cranking. Saves ice—light—sanitary—compact enough to keep handy on the pantry shelf.

There are big profits in the fully guaranteed Acme Freezer.

Order through your jobber

**Ritter
Can & Specialty Co.**

Philadelphia, Pa.

Factory Selling Agents

BEH & CO., 1140 B'way, N. Y.

Say you saw it in GOOD HARDWARE

the fondest dreams of perfection. He was always something of an enthusiast about the ladies and I'll tell you right now there isn't a woman that lives in or shops in Royal Centre that can complain of receiving the cold shoulder at the H. Wilkinson establishment. No matter what her age (or weight) J. V. waits on her himself if he is in the store and he is so cordial that many a mild-eyed farmer's wife has gone away vaguely uneasy.

I said, "If he is in the store," and I said it on purpose, for there are an increasing number of reports being circulated to the effect that J. Vincent is at his post only about half of the time. He's such a darned good fellow and he sings a little and plays the cornet and reads almost as well as a lot of people you see on a lyceum circuit. There are many demands on his time—and a business man has to be public spirited, you know.

J. Vincent has two assistants, both fine fellows like himself. In fact, a general air of good fellowship pervades the place and if you are out of stamps or stationery and want to use a pen, pencil or typewriter the H. Wilkinson store is the place for you to go. The repair shop with all its tools, blow torches, solder, etc., is at your disposal.

Forest Rice, chief assistant, is one jolly kid. He never kicks about working late nor about going out on a difficult piece of work—like a hard furnace job. But he is sure to get in a hurry and do the last half of the work so that it will have to be done over again. Then

he'll leave three screw drivers, two wrenches, a pint of stove cement, 60c worth of asbestos paper and a perfectly new sheet of tin. But he is always good natured. Billy Holmes, second assistant, has the little old world beat when it comes to giving back too much change and in lending kerosene cans, tools, flashlights to people whose names slip his mind before he can get them down on record.

Mr. Wilkinson comes down every quarter to look over the books and to see how things are going. About three days before he is due there is much burning of the midnight oil.

One of these days he is going to walk in unannounced. You'll be no sorrier than I. For these be wolfish times—and J. Vincent is surely a dandy fine fellow.

Across the way, the B. B. Blim store beckons "Come hither." Upon entering the place you will see at least two of the three men who toil therein. Apparently the older one is the proprietor. Of course you will manœuvre to have him wait on you and his dignity and easy flow of six-cylinder words will impress you mightily. Then suddenly a car will pull up at the gasoline station outside and this imposing gentleman will call in a step-lively-there-young-fellow tone. "Hey! Blim! Some gas out in front!" And as through a glass darkly you will see the younger man leave the back of the store and do as he is told. I don't know why it is that strangers always think Walter Lampkin is the proprietor of the B. B. Blim Hardware

Something New! Big Seller!

Campfire Grub Stake

Trade Mark Registered



For
Camper,
Tourist,
Picnicker

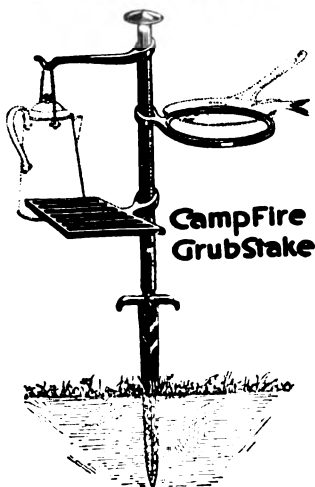
The neatest, handiest article of its kind ever produced. Every hunter, trapper, fisherman, camper, and even the occasional picnicker needs one. Sells on sight. Order from your jobber—be ready when the outing season starts.

Campfire Grub Stake

The only portable grub stake that will answer every purpose of the outer and sportsman. Can be set up in one minute. Adjustable racks for meats, skillets, pots and pans can be instantaneously raised, lowered or turned in accordance with height of flame and direction of wind. Racks stay set without use of pins or set screws.

Very Reasonably Priced
Weights Only 7 lbs. Complete

Strong, light, compact and portable—packed in fiber box 20" long, 9" wide and 1½" high. Can be carried under auto seat or in hiker's pack, and is sold under absolute *money back guarantee*, at price within reach of every prospective user.



**CampFire
GrubStake**

YOUR JOBBER *Is Ready to Supply You!*
Order at Once!

Manufactured by

CAMPFIRE MANUFACTURING CO.

1035-E Boatmen's Bank Bldg.

St. Louis, Mo.

Say you saw it in *GOOD HARDWARE*



MENDETS

TRADE MARK REG. U.S. PAT. OFF.

A PATENT PATCH

SELL FAST EVERYWHERE

Retailers tell us that Mendets sell themselves in these days when everyone is economizing and trying to save money. Wherever the Lithographed Carton of Mendets is put on a counter, the price and obvious utility of these wonderful little patches do the rest. That fact is borne out by our sales records. One chain of stores alone sells over 25,000 Mendets every week.

Mendets are not a novelty or an experiment. They have been on the market and have been good, steady sellers for 16 years. And they are well advertised—"Don't throw it away—Mend it with Mendets" is familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS

One carton of 2 dozen 10c packages and 1 dozen 25c packages, attractively displayed in a Lithographed Silent-Salesmen Display Carton, shown in this advertisement. Put this carton on a counter and let Mendets sell themselves. Cost of carton to you \$3.50. Retail at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO.

Amsterdam, N.Y.

Please send me at once 1 carton of Mendets as described above—\$3.50.

(It will be billed through your jobber.)

Jobber's Name

City

My Name

Address

City..... State.....



—unless of course it is his evident seniority and acknowledged superiority.

Blim at thirty-two is seven years younger than his chief aide. For ten years Blim worked for a wholesale hardware concern. Started in the shipping room and ended up on the road. A little too quiet and intent on business to be generally hailed as a Prince-of-a-Fellow, but m-a-n! he could get the orders! The last three years he was on the road his commissions were nothing to weep over. How at twenty-eight he had saved enough to buy a business is a long, long tale.

Walter Lampkin is the real light of the place. I'd be the last one to say that Walter dislikes his chief, and yet I could hardly admit that he makes it a point to sing Blim's praises. You see, Walt has been a hardware clerk for a long time. He has seen this very store change hands three times right under his nose, as it were.

Walter Lampkin went to college a year and then his dad ran out of money. That is how he happened to start selling goods behind a counter. Each year since he was twenty-three he has expected to start a savings account that will lead to a store-of-my-own nest-egg. But he's a married man with two children. (The Blim family has only one.) And how can he save much? Then the kids have been sick a lot—they have the croup every winter.

Besides, as Walt contends, you live but once and you gotta give the little wife a respectable

home and clothes. If Mrs. Lampkin has one outstanding feature it is an unswerving belief in the immortal Julius Cæsar's remark, "It's better to be first in a little Iberian village than to be second in Rome." Mrs. Lampkin is not afraid to tell the whole wide world that Walter is entirely too good a man to be a CLERK. And especially to clerk for a man like Blim, not especially intelligent, and no education to speak of. Walter puts over all the big deals down there—he admits it to her every day. And isn't it ridiculous that SHE, Mrs. Walter Lampkin, must be in a way subordinate to that insignificant Mrs. Blim and swallow a lot of indignities. (These insults Mrs. Lampkin never itemizes, but it's plain that whatever she does swallow, she swallows HARD.)

I never heard Walt deny that conditions at the store should be reversed. About his mouth there grows a set look. I don't know the cause of it. It may be the manifestation of a determination to be daily more useful to his employer—and it may be a gradual settling of the features as the result of hearing each time he eats a meal that he has the spunk of a mouse.

As I said before, you can't get much out of Blim. But I do know this: He wants to take in a partner one of these days. Walt is the first one he'd think of, but there's a rather embarrassing obstacle to such an arrangement. Partnership implies equality. How can he ever hope for equality with someone who admits superiority.

Coal and Hardware Boost Each Other

(Continued from page 16)

about with him. The solicitor "burned up the country" with the proposition. He sold quantities.

This experience was sufficient to give the management a vision of what solicitation would do for the hardware department, and how solicitation for the latter could be combined with coal. In addition to coal, the solicitors were coached to sell hardware, everything the store handled. Besides talking up the store's coal, they also talked up its hardware service. Then special work in promoting the sale of stoves, vacuum cleaners, washing machines, etc., began.

In making calls, these salesmen may push one article before others—coal and stoves when the season is most opportune, for example—but the salesmen are always salesmen for the whole business, and alert to sell anything the store has in stock.

Record All Calls

At the end of each day, the salesmen make a written report of the calls they have made. The number of these runs from 20 to 30. They indicate in brief the result of each call. If prospects have been unearthed, for a cleaner for example, they turn in names and addresses.

Then the store follows up the prospect with several mailings. A personal letter is written. Leaflets and other advertising matter furnished by the manufacturer are sent along. After these have had time to have

some effect, the salesman calls on the prospect again. If he is not successful, the store does not give up, but keeps after the prospect with additional direct mail matter and solicitation until a final answer is given.

Not Hard to Collect

The store uses a deferred payment plan—the price spread over a year, and an interest charge is made. A large proportion of customers want to buy stoves and other big articles on this plan. Collections have not presented difficulties. The store does not employ a collector, and expects customers to mail or come to the store with their payments. Seventy-five per cent. mail their checks.

House to house soliciting is the kind of work that tries men's souls, judging from this store's experience. It may be hard, standing the gaff as a doorbell ringer, but it is equally hard standing the gaff of keeping such a sales department in running order. Mr. Oelhart estimated for the writer that the Great Western had "tried out" fully 300 solicitors in the past three years.

"Just about one in a hundred sticks," he declared.

But at that the store knows the system pays them well. The basis the solicitors work on is salary and commission. The managers "buck up" the discouraged man when he comes in at night ready to throw up his hands. Sometimes, they go out with him, to help him close a sale. When a man does peter out, the management is philosophical and replaces him.



DULUTH STORE EQUIPMENT

Lets your stock speak for itself

You know how many extra sales are made in your store because a customer happens to see something he wants. Naturally the more things your customers can see, the more often will that extra sale be made. With the DULUTH Unit System you can keep practically your whole stock in sight. This system permits almost unlimited combinations of show cases, display cabinets, shelving, drawers and bins. This Sectional Store Furniture can be supplied to suit the character of your stock; it can be arranged or adapted to the space available, and while not expensive, can be installed one section at a time.

Send us a rough sketch of your store and we will give you valuable suggestions for improving its display arrangements. No charge.

DULUTH SHOW CASE CO.

4944 Wadena Street

Duluth, Minn.

Say you saw it in GOOD HARDWARE

Such a sales policy is cumulative in results. The house-to-house men cover all of Denver systematically. When they have gone over it once, they begin and go over it again. The store's cards are left with housewives, backed up by as good a selling talk as the solicitor can make. This means mighty thorough and mighty good advertising. The Great Western has scores of customers who have never entered the store. Solicitation got them. Their business is handled by house-to-house men, and by 'phone.

An Unbeatable Combination

"Coal and hardware go together fine," declared Mr. Oelbert to the writer. "There couldn't be a better combination.

"The rush business in coal comes at a season when hardware is normally dull. When hardware is most active, coal business is slack.

"In almost every instance when we sell a stove, we also make a coal sale. Notice that stove on the sidewalk now, ready to go? We sold four tons of coal along with it. On the other hand, when we are selling coal, we often get orders for shovels, hods and so on.

"Here in the store, the only space the coal business takes up is that small exhibit of coal in the window, and some space for bookkeeping. It doesn't interfere with the hardware end."

The store is constantly converting coal customers into hardware customers, and hardware customers into coal customers. The combination cuts

down overhead for rent for both departments; it also reduces advertising costs. Each season the Great Western sends out a couple of sales missives for coal—often these are cards. Usually at least a paragraph is included, boosting the hardware department. Newspaper advertising, which has been extensively used and which the management attributes much of its success to, also boosts both departments.

From a coal standpoint, the arrangement is very desirable owing to retail coal trade conditions in Denver. Large coal producers with their own retail outlets, and a local newspaper, which mines and retails coal at a very low price, make the Denver retailer hustle. Any economy in overhead accordingly can be used to equal advantage.

The brand name of its coal, "Black Rose," the Great Western has begun to extend to some of the hardware handled.

Employees Own Stock

A policy regarding employees which the management has used with gratifying results is a small gift of stock in the company to men who have been tried out and found capable. The employee is simultaneously granted the privilege of buying stock. The understanding is that the stock is non-transferable, and if the employee leaves at any time the management may buy his stock back. Mr. Oelbert believes this is the best little plan in existence to make an employee work for a store as though he really owned it, genuinely putting his heart and all his energy into his work.



How many homes in your city have tiled bathrooms? Every one of them is a prospect for

ONLIWON HYGIENE

REGISTERED U.S. PATENT OFFICE

The 'Cabinet Service for Toilet Paper

ONLIWON HYGIENE is the service of fine toilet tissue from a dust-proof cabinet which delivers automatically *just two sheets of paper at a*

Thus you sell not only the cabinet, but also the packages of interfolded sheets made specially for the **ONLIWON Cabinet**.

SPECIAL PRICE

We have a special price which enables you to sell **ONLIWON** nickel or porcelain cabinet and eight-package carton of toilet paper for \$2.50 (\$2.75 West of the Mississippi).

Free display card featuring this special price, and attractive folders for distribution to your customers, will be furnished with your first order.



This emblem indicates quality products and truthful representation.

A. P. W. PAPER CO., Dept. B, Albany, N. Y.

Say you saw it in GOOD HARDWARE

Gets Cream of Sports Sales by Catering to Boys

(Continued from page 18)

people do not deliberately go out of their way to cater to the boys' trade. They run a regular hardware store, in which sporting goods is only one department. The sporting goods business comes to them because for many years they have been interested in the people who buy athletic equipment. The boy who buys his quarter baseball from Callahan & Douglas remembers that C. & D. treated him right and when he is in a position to buy regular league balls and expensive fishing equipment he's going back to the same store for them.

For the Whole Family

And it seems to be a tradition in Binghamton that Callahan & Douglas do trade right. It is so much of a tradition that it brings father and son to the same store to satisfy their various needs. And it brings mother to the same store to satisfy hers. There is no great need of telling any of them the advisability of dealing with a firm of whose reliability they are already sure.

Because of the expense of newspaper space this firm is only a seasonal advertiser. But it loses no opportunity to use its show windows to tell Binghamton that it is in business. It has two rather small windows on the town's busiest street and one of them is always used for sporting goods display. An example of their work in this line

was the window used during the recent Boy Scout Week. It was given over entirely to the display of Boy Scout material and equipment.

A local troop loaned the store its banner, and this served effectively to drape the rear of the window. Hand axes, camp utensils, compasses, snow shoes and other articles were put together for the balance of the display.

That the boy is father and advisor to the man seems to be the motto upon which this firm works. And Mr. Douglas, who hasn't been a boy in a good many years but who still remembers when he was, continues to keep up his interest in them. It is not only good business, but it is also a great deal of pleasure. And he looks as though he enjoyed it.

Can You Sell a Cow a Pair of Spectacles?

IF someone should come into your store tomorrow and mention something about cows wearing spectacles, would you take it seriously or as a joke?

As a matter of fact, in some parts of Switzerland the cows are turned out in the spring-time to eat the patches of green grass in spots where the snow has melted. At these times the cows' eyes must be protected from the glare of the sun on the snow; hence they wear colored lenses!

Next time one of your rural friends comes in to buy a separator or something of that sort, you might pass this to him.

"Warms
like
the sun"



A Low Priced Furnace that stays sold

WHEN you sell the Sunbeam Pipeless Furnace, you are selling a product that is sure to give satisfactory service in every case. Thousands of houses are now heated by the Sunbeam Pipeless method. Every Sunbeam sold means a permanent friend for you.

Sunbeam Furnaces cost least to install and least to operate. They burn any kind of solid fuel. They maintain an even temperature throughout a building. And we are telling this plain, convincing story to millions of home-owners through large advertisements in *The Saturday Evening Post* and the *Literary Digest*—advertising that will produce business for you. You want to sell a Pipeless Furnace that will make good in every installation and that is backed by the right kind of factory co-operation. Write or wire us now for full details of our business-building plans for 1922.

The **FOX FURNACE CO.**
Elyria, Ohio.

SUNBEAM

PIPE and PIPELESS

FURNACES

Say you saw it in **GOOD HARDWARE**

Hard Times Come to the M. O. Houses

(Continued from page 20)

conveniences for buying near at home, are making customers for local merchants of persons educated by the M. O. houses to convenient buying.

For proof, they cite the fact that Montgomery Ward & Co. had a bad twelve months also in 1920.

Furthermore, they point to this fact, that though the net profit in that year for Sears, Roebuck was \$12,334,003, the company's January, 1922, receipts were only \$14,188,422, against receipts of \$15,597,766 in January of the year before; and its February, 1922, receipts were only \$12,413,308, against February, 1921, receipts of \$14,003,299.

Montgomery Ward & Co.'s January, 1922, receipts were \$5,594,153 as compared with January, 1921, receipts of \$5,721,486, but in February of the present year this company's sales jumped to \$5,784,685 as compared with \$5,461,894 for the same period of 1921, an increase of 5.91 per cent over that month.

Retail Methods Improve

At the Interstate Merchants' Council, held in Chicago recently, A. T. Vandervoort, president of the Vandervoort Hardware Co., Inc., of Lansing, Michigan, and other speakers expressed the belief that the M. O. losses were due somewhat to increased efficiency and more live-wire merchandizing on the part of local

retailers in the smaller towns.

Whatever the cause, when stockholders of Sears, Roebuck were officially informed, on January 24, of their great deficit they were told by their president, Julius Rosenwald, that gross sales had fallen from \$254,595,059 in 1920 to \$178,014,981, in 1921, a decline of \$76,580,078.

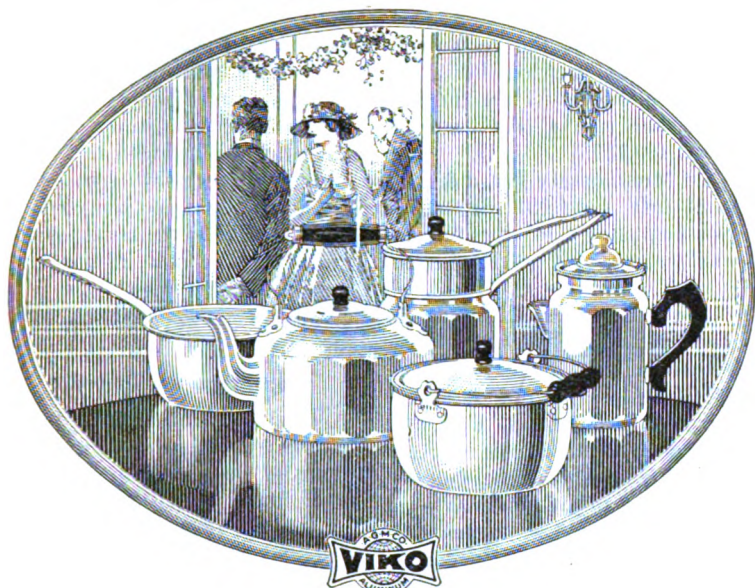
Rosenwald to the Rescue

It was disclosed also that, but for a donation by Mr. Rosenwald of 50,000 shares of capital stock, amounting to \$5,000,000, and for a profit realized from the sale of real estate of \$8,275,359, the surplus account of the company would have shown a deficit.

The balance carried over from the previous year amounted to \$7,564,373, according to the annual report, which added that current assets were \$121,078,142 against liabilities of \$68,263,699.

Directors of Montgomery Ward & Co. notified their stockholders that if the capital stock were to remain as it then stood no dividends could be paid on any stock until \$7,677,604.94 deficit had been made up.

In sending out an appeal to stockholders to vote for a proposed change in the company's capitalization, including the cancellation of preferred stock, the directors expressed a desire "that the last two disastrous years in the company's business be definitely put behind us and that the stockholders be permitted to share in the expected better return for the future."



This Fast-Selling Bridal Gift Set *Costs You \$5.70—Sells at \$8.50*

The big national advertising campaign on Viko Aluminum features this Bridal Gift Set in *The Saturday Evening Post*, May 20th, and in eight other national magazines totaling 10,000,000 circulation, during May and June—just at the right time to appeal to those who are giving presents to June brides.

You have an opportunity to reap the benefits from this big selling campaign. This five-piece set shown above will be nationally advertised to sell at \$8.50. The set costs you only \$5.70. A gross profit of \$2.80 on each sale! You can make up other sets from your own stock to retail at prices of \$4 and upwards.

We furnish free, to all dealers who buy these sets, an attractive window poster and a complete dealer newspaper advertisement to tie your store up with this powerful selling influence.

This set comes to you in a special attractive gift box packed in a corrugated carton. The sets will sell on sight, not only as wedding presents, but for kitchen showers, birthday gifts and to your regular trade.

This set is sold you at the regular price of the individual articles—without any charge for the special gift box packing. Every piece in this set is a staple article which can be put in open stock if desired.

This special campaign is an example of the national sales effort placed behind Viko dealers throughout the year.

Send your orders to your jobber now! He will see that you are supplied promptly with the gift sets and with the advertising material. If you are not yet handling the Viko line of popular-priced aluminum utensils, and are anxious to increase your profits—

Ask Your Jobber

Aluminum Goods Manufacturing Company

General Offices: Manitowoc, Wis., U. S. A.

Makers of Everything in Aluminum

VIKO

The Popular Aluminum

Say you saw it in GOOD HARDWARE

In February, the recommendation was carried by about 1,000,000 votes. Thus the balance sheet now shows a surplus of \$9,189,737.

Of Montgomery Ward & Co.'s total loss for 1921, \$2,954,370 was operating loss, says the annual report of President Theodore F. Merseles.

Depreciation and loss in inventories totaled \$4,725,929; depreciation in factory plants, \$361,000; loss of value of securities held in treasury, \$562,437; loss on and allowance for accounts receivable, \$890,000.

Included in the loss also is an item of deferred reorganization expenses of \$170,574.59 and an item of miscellaneous adjustments totaling \$223,085.71.

33 Million Sales Loss

Net sales for the company last year were \$68,523,244 as against \$101,745,270 for the previous twelve months. Current assets, January 1, 1922, totaled \$23,226,674; current liabilities, \$8,460,355, the report added.

Inventories during the year were reduced from \$30,282,671 to \$16,767,592.

Commenting upon the Sears, Roebuck loss, Mr. Rosenbaum, president of the national cloak and suit company, declared that the position of mail order houses as business institutions has by no means been seriously weakened, that their business is again on the upward grade.

"This is our answer to the suggestion that the chain stores, the telephones, the automobiles and other transportation improvements of the last few years

have weakened the position of mail order companies and made changes in methods necessary.

"The readjustments which have taken place and the losses which of necessity have been sustained have been unavoidable in the nature of the business and the way in which it was conducted, buying ahead in vast quantities as we have to do in the business.

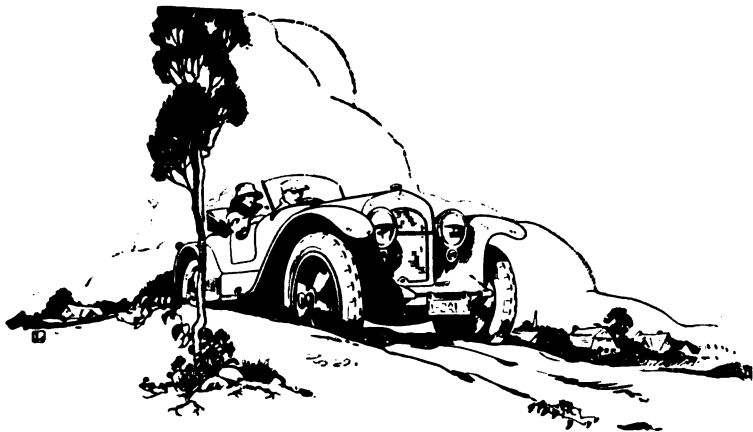
Dependent on Farmers

"Buying fell off because prices became so high that the farmers, and it is on this class of trade that the mail order houses principally depend, simply refused to buy more.

"The improvement of the price of cotton in the south has been a great help to us, for that is a great mail order territory. If something can now be done to improve the economic conditions of the farmers in the middle west, by improving the machinery for marketing their products, so that so much is not taken by the middleman, then the situation will be generally improved.

"So far as competition with country stores is concerned, it seems to me that we now enjoy an advantage. If an article cost the country retailer \$18, and he planned to sell it for \$20, he will not change that price, though the replacement price be down one-half that figure."

Theodore F. Merseles, president of Montgomery Ward & Co., when reporting to stockholders, at the end of the year, said that he believed the com-



Tire Dealers — We Help You Sell

TRAVELER TIRES (cord or fabric) are better tires—50% thicker tread—20% extra weight of pure live rubber—they give greatly increased mileage and are practically puncture proof.

Behind Traveler Tires is a well thought out selling service that is available for every tire dealer who really wants the tire business of his community—who doesn't want to handle tires merely as a side line.

Traveler selling service is making easier sales and greater profits for Traveler dealers. It is building up a sound and satisfactory business for them.

Let Us Help You Sell

What we have been able to do for other tire dealers, we can do for you. If you want to lead your city in tire sales and make big money, write for Traveler Selling Service today.

THE TRAVELER RUBBER COMPANY
Bethlehem, Pa.

Factory and Sales Headquarters, Bethlehem, Pa.

***Travel on
TRAVELER TIRES***

pany was now on a sound basis.

"During the whole year 1921," he said, "constant effort was made to cut expenses." And he added: "Although there was an increase in the number of orders handled, expenses were reduced \$5,662,488. There has been gratifying progress in developing the efficiency of the organization, average production per employe having been increased 45 per cent over 1920.

"While sales volume has decreased because of the big reduction in the price of commodities, it is encouraging to note that the number of orders has increased steadily since May. This shows that your company is retaining the patronage of its old customers and adding new ones.

"The number of orders received, by quarters, for 1921, compared with 1920, is: First quarter, 21.67 per cent decrease; second quarter, 2.11 per cent increase; third quarter, 17.92 per cent increase, and fourth quarter, 22.97 per cent increase.

"The operations of recent months, with drastic reduction in expenses, warrant the prediction that with a fair response from the buying public, the company should show a profit."

RETAILING

Shopkeeper—"What can I do for you, my boy?"

Boy—"Please, I've called about your advertisement for a man to retail canaries!"

Shopkeeper—"Yes, and do you think you could do it?"

Boy—"Oh, no sir, but I only want to know how the canaries lost their tails."

How Hardware Stores Interested Farmers

(Continued from page 36)

selling paint for articles which are not to be sold, as well as for the farm buildings.

A dealer in Indiana has added materially to his washing machine sales by making practical demonstrations right out on the farm. He loads up a machine on Monday morning and it is no trouble to find a place where washing is the order of the day. He seldom has any difficulty in having the lady of the house try his machine and he stays with her as an instructor in its operation. In many cases where he has failed to place an electrically equipped washer he has opened the way for the sale of a machine of another sort and frequently leads are uncovered that lead to a sale in another home which ordinarily would never have been found.

This list might be continued on and on. It is simply the manner in which a few men have gone about interesting the farmers and keeping them interested in their own localities. That much of their business has gone to the mail order houses has been the direct fault of the dealers themselves. The man who is up and doing and who interests himself in his customer's welfare is not going to suffer much from this in the future.

RELATED

1st Irishman—"And so yer name is O'Hare. Are yer related to Patrick O'Hare?"

2nd Ditto—"Very dishtantly. I was me mother's first child and Patrick was the thirteenth."



This Can Will Sell Goods for You

Heekin Cans are strong, husky cans. They are beautifully lithographed in colors.

With your name and address lithographed on the labels, every can you sell becomes a permanent advertisement for your store—a constant reminder in your customers' kitchens of the goods you sell. Such a reminder will send your customers back to you time and time again.

And your customers need these cans. Every woman should have several of them in which to keep her flour, rice, sugar and other foodstuffs. Farmers need them for their rendered lard and sorghum.

Heekin Cans, in the popular 50-pound size, are quick sellers. Your profit per can is good. Colors are red-blue, yellow, green and gold. Labels in black—or one extra color on labels if preferred.

You can order as low as three dozen cans—in assorted colors if desired—with your name and address lithographed on the labels. Write for descriptive booklet and free sample can today.

THE HEEKIN CAN CO.

6th, New and
Culvert Sts.



Cincinnati,
Ohio

HEEKIN CANS

Say you saw it in GOOD HARDWARE

Gives Every Department a Chance

(Continued from page 23)

from the fact that the George Mayer Hardware Co. is one of those high-class, substantial businesses with prestige—the business was founded in 1867—and because of the success of the store which employs it.

When George Mayer entered the business some twenty-seven years ago, a young fellow of 24, it was having hard sledding. Even with a partition well up to the front, the meagre stock didn't fill the walls, and empty boxes were stacked up high.

Cashed In on Bicycles

As early as that, Mr. Mayer had a sense which told him of the possibilities in items which many hardware stores left alone, or did little with. He went back to Pennsylvania, and persuaded a bicycle manufacturer there to ship to the Mayer store seven bicycles on consignment. The manufacturer had never before been consigned. He broke his rule. But his judgment was good, at that! Inside of a year or so, the Mayers were buying bicycles by the carload, and paying cash. While the bicycle was having its great popularity in the '90's, this store cashed in on it.

It has similarly cashed in on the growing consumption of household appliances. Last Christmas it started in aggressively to handle toys in a big way. Always, the Mayer store has been ready for something new. For the Christmas trade last year, it stocked four cedar

chests—and sold three of them to Christmas shoppers.

The store does so large a business in bakers' supplies that a catalog is justified. Builders' hardware is a special department, in charge of a trained man. This store has furnished the hardware for many of the biggest business and public buildings of Denver.

The windows which "sell" this business to passing traffic use the policies the writer has touched upon. And they sell the business well. That is the point to remember. The window policies have not broken down under the problem of new departments within the store.

ABOUT THE COW

Schoolboy's essay on a cow.—The cow is a no-bull and kind-hearted creature. The man who looks after her is called a cowherd, but for all that he is no coward. Cows exist by means of ox-gen in the atmosphere. By the cow is the milk made. I know this to be true, for I have seen the milk-maid by the cow.

The cow has been introduced into song. There is an old song called the "Soldier's S'teer." This was written in Beef Flat, as was that very pathetic ballad, "For Heifer and Heifer." To call a cow an ox is to make a bull. Crutches for cows are called acoustics. A cow likes resting. It will sleep in a shed and lie on the grass, but it will not stretch itself on a couch.

A cow does not carry on an argument very obstinately. It will soon give whey. Cows seem to do pretty well, for even at death they make both ends meet. I can't think how it is so many calves die young. Perhaps the butcher could re-veal the secret.—TIT BITS.

SALEM CORD & FABRIC

Exclusive Territories Now Open for You Who Act Quickly

Quality De Luxe—No Better Tires or Tubes Made—Guaranteed

Ours is no offer of mere generalities. It is a well defined contract that carries with it specific clauses covering territory protection, sales help and advertising co-operation. **SALEM** Tires and Tubes not only make profits for you but also everlasting friends. They are backed by an unequalled mileage guarantee. And they are first choice of America's largest and most successful Tire Jobbers and Dealers. There is still chance for you to obtain exclusive rights for your territory.

Fullest Protection Assured

You'll have no competition when you sell **SALEM**! Price is moderate; quality is high; our aid and co-operation are always available. The business you build is yours—fully protected against rivalry on the part of all other local dealers. Use the coupon!

THE SALEM RUBBER COMPANY

General Sales Offices and Factory: Salem, Ohio

**The Salem Rubber Co.,
Salem, Ohio.**

Gentlemen:

Please send me complete outline of your **SALEM Sales Plan**.

Name

Street and Number.....

City or Town.....

State



Say you saw it in **GOOD HARDWARE**

Business of \$800,000 in Town of 3,500

(Continued from page 29)

An unusual item in the store's advertising account is "cigars." Any man who has visited the Linder store soon learns that this is one of the Linder hobbies. He is as free with "smokes" as he is with handshakes. Almost every man who enters the store and who is met by this merchant is given a cigar. This is more true even of the man in overalls with a few dollars to spend than of the prosperous rancher whose outfitting and supplies mean a neat sum in themselves. Mr. Linder was not averse to having men "smoke on the house" in his earlier days—he has seen no necessity to feel otherwise since his business volume grew into six columns.

What competitors think of his methods or what they do does not guide him in his transactions. He insists on the best grades of merchandise and will not tolerate cheap stuff. A man or woman may come in to buy a cream separator and then state that the price is too high. That customer will be talked to about quality. Then if he still persists in a demand for a cheap article he will have to go elsewhere in order to get it.

Linder on Advertising

"What is Mr. Linder's attitude toward advertising?" was asked of the son.

It was then explained that Mr. Linder's ideas about advertising are somewhat unusual, too. He believes in creating

good will through service, possibly not expecting direct results. Thus twice in a year he gave a street dance in front of the store. For a half block the street was polished—a hundred dollars' worth of borax being used—and the firm employed the musicians for the event. Mr. Linder likes to see people enjoying themselves. Twenty-five hundred people attended these events and enjoyed his parties.

Fireworks Display

One year he furnished fireworks and had them set off on a vacant lot on the side street. That was quite an expenditure and the town was jammed with visitors.

When the store was opened a party was held. More than four thousand people passed through, but no merchandise was sold at that time. A special edition of the newspaper was printed which gave the history of the firm and write-ups of the men in the organization. Much space in this issue was taken by other firms to tender their good wishes to the Linder firm.

The special sale announcement so often used by other grocers is never seen in the Linder advertisements. Mr. Linder is not interested in them and he has never had one. He prefers to get business in the regular way and his advertisements are usually news of what the store has to sell without the pull of a low or special price.

Despite the large credit business there are very small losses involved. This merchant is an unusually good judge of human

**MILLERS FALLS
TOOLS**SINCE
1868

Announcing a New Finish for Millers Falls Tools

WE take pleasure in announcing a new finish for our tools which will make it possible for you to obtain a greater turn-over on Millers Falls products.

We have adopted an attractive red finish for prominent parts of our tools. This is applied by a new process which gives a smooth, glossy, enamel finish. On the gears of our breast drills is placed a gold-leaf decalcomania. On the handles of other tools is placed a small transfer which is a reproduction of our trade mark. Frames are treated with a new japanning process. All nickel parts are polished and nicked with greater care than heretofore.

We feel sure this new Millers Falls finish will be greeted with enthusiasm by everybody who in any way is concerned with the sale or use of Millers Falls tools. Your customers will turn with greater interest to the Millers Falls Tools displayed in your store, because of the attention-compelling value of our new finish.

Millers Falls Breast Drill No. 97 — the most complete breast drill on the market. 5 distinct actions. No workman can see its beautiful new finish without being impressed. Length 17½ in.

Millers Falls Hand Drill No. 2 — the finest hand drill made, used by skilled workmen all over the world. Finished throughout in the new Millers Falls Finish. Length 14½ in.

Our good friends, the dealer and the jobber, will see in it greater display value, faster turn-over, quicker and more frequent profits.

MILLERS FALLS COMPANY, Millers Falls, Mass.

Manufacturers of Carpenters' Tools, Hack Saws and Automobile Tools

Say you saw it in **GOOD HARDWARE**

nature and that is his basis for sizing up a credit prospect. He gets more out of a talk than out of a set of figures about a prospective credit customer.

It is doubtful if in all America there is a store of this size and appearance that has as many home-made devices to save work and sell goods. One can not walk ten feet along any aisle without seeing some feature that has been built in to improve a condition. It is in that fact that the Linder store differs from many of the country stores that are content to let a condition persist in inconveniencing or irritating customers.

On the floor of the store is a peculiar floor covering. On questioning one learns that it is a good grade of roofing paper which is not only serviceable but easy to keep clean. It shows the wear far less after two years than some other coverings and is far less expensive. That is another home-made idea.

With the twenty-one-foot-high ceiling and the attractive ivory finish of the interior of the store there is an abundance of electric light to give the store cheer. On Saturday nights, when the store is kept open for the country people, and on dull winter days this is an asset.

Improving the Lighting

There are thirty 300-watt lamps about the ceiling. This lighting system is another of the Linder improvements on ready-made equipment. After the lighting engineers made their recommendation the boys of the store went farther. Here is the

way they improved those lights:

In order that there should be no shadow on the ceiling above each lamp, another smaller lamp is fitted to the upper part of the fixture containing the large lamp and its light is thrown upward, onto the ceiling.

A Good Oil-Cloth Rack

Oil cloth is something that the farmer's wife uses a great deal about her kitchen. Usually when she just has to have it she asks for it in the store and the salesperson digs it up from stock. The ingenious Linder people constructed an upright rack with a series of horizontal troughs on one side. In each trough is a roll of oil cloth with its end hanging down so that all patterns in the rack are shown. It takes up but little oblong space, and it sells a lot of oil cloth that otherwise would never be thought of.

There are a good many oil and coal heaters used each winter in the country around Tulare and there is a big demand for mica sheets for their windows. These extra pieces used to be sold at a high price until Mr. Karl Geiselhart, hardware buyer and lieutenant in the Linder organization, bought them direct from the manufacturer. He had little envelopes printed to hold them in pairs and now sells two for about what he used to sell one for. People come to Linder's now to get the extra mica and the volume is worth the attention.

Careful watching of the paint sales showed that they centered

(Continued on page 80)



For EVERY Purpose— Change from Rifle to Shotgun in One Second

Here is the gun that's going to prove a great seller, for every outdoor man has always wanted it. He can strap Marble's Game Getter under his coat, put it in his suitcase or canoe and he has both rifle and shotgun. Upper barrel .22 cal. rifled—lower barrel .44 cal. and .410 ga. smooth bore, for shot or round ball. A more accurate .22 cannot be found—for rabbits, birds, etc., it almost equals a .28 ga. shotgun.

LIST PRICES

No. M21—12 in. barrel, complete with fine leather holster	\$27.50
No. M21—15 in. barrel, complete with fine leather holster	29.15
No. M21—18 in. barrel, complete with fine leather holster	30.80
Prices include revenue tax.	

Jobbers selling Marble's Outing Equipment will handle the Game Getter—order direct if your jobber can't supply you. Liberal dealer discounts. Game Getter advertising is now appearing in all outdoor magazines—be prepared to meet the demand.



MARBLE ARMS & MFG. CO.

533 Delta Avenue, Gladstone, Mich.

Pacific Coast Rep., McDonald & Linforth, 737 Call Bldg., San Francisco.

Southwestern Rep., F. B. Schutz, 1002 Central Trust Bldg., San Antonio, Texas.

Southeastern Rep., P. F. Dawson, Charlotte, N.C.

South Central Rep., W. J. Jacquin, Louisiana, Mo.

MARBLE'S Outing Equipment

FOR EVERY HOUR



IN THE OPEN

Say you saw it in GOOD HARDWARE

Twenty Would

The Delineator carries
no mail-order adver-
tising. It is a friend
and a powerful ally of
every retail merchant

THE DELINEATOR
MAY 1912



Yale Bowls **hold Less than Half** **The Delineator Families**

THE Yale Bowl holds 90,000 people—a huge crowd. Yet twenty Yale Bowls would hold less than half the people in the million **DELINEATOR** families.

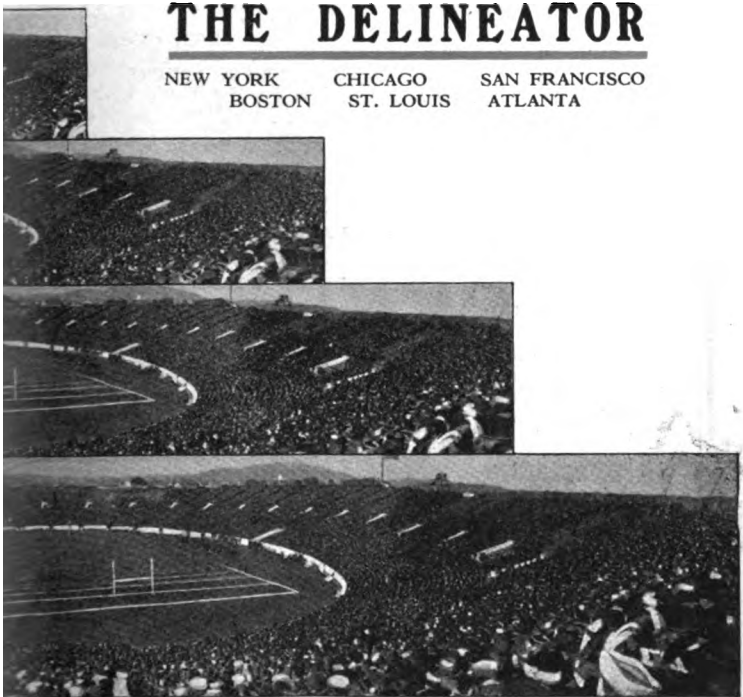
What these people buy is largely influenced by their favorite magazine—**THE DELINEATOR**—the great friend of the retail merchant—the big national magazine that bars out mail-order advertising—the great salesman for goods sold through retail stores. It pays to push goods advertised in **THE DELINEATOR**. See the following pages.

THE DELINEATOR

NEW YORK
BOSTON

CHICAGO
ST. LOUIS

SAN FRANCISCO
ATLANTA



The Delineator sends its into Retail Stores

THE DELINEATOR is a great selling power in a million homes—it bars out mail-order advertising and it sells goods solely for the retail merchant.

The manufacturers who advertise in THE DELINEATOR are

YOUR BUSINESS ALLIES

They are sending people to your store—many of them every day—to buy the things you sell. Here is a partial list of advertisers in the May issue of THE DELINEATOR. It will pay you to feature these products.

ARCOLA AND IDEAL TYPE "A" HEAT MACHINE

American Radiator Company
New York and Chicago.

ALABASTINE WALL FINISH

The Alabastine Company
Grand Rapids, Mich.

LIQUID VENEER PRODUCTS

The Buffalo Specialty Company
Buffalo, N. Y.

LIQUID GRANITE VARNISH

Berry Bros.
Detroit, Mich.

BUTCHER'S BOSTON POLISH

The Butcher Polish Co.
Boston, Mass.

KYANIZE FINISHES

Boston Varnish Company
Boston, Mass.

PYREX OVENWARE

Corning Glass Works
Corning, N. Y.

FLORENCE OIL STOVES

Central Oil & Gas Stove Co.
Gardner, Mass.

CONGOLEUM RUGS

Congoleum Company, Inc.
Philadelphia and New York.

DENNISON'S KEY TAGS

Dennison Mfg. Co.
Framingham, Mass.

KODAKS

Eastman Kodak Company
Rochester, N. Y.

GUERNSEYWARE

The Guernseyware Company
Cambridge, Ohio.

GENDRON VEHICLES

The Gendron Wheel Co.
Toledo, Ohio.

SANI-FLUSH

The Hygienic Products Co.
Canton, Ohio.

HEISEY'S GLASSWARE

A. H. Heisey & Co.
Newark, Ohio.

1847 ROGERS BROS. SILVER-PLATE

International Silver Co.
Meriden, Conn.

VACUUM PRODUCTS

The Icy-Hot Bottle Co.
Cincinnati, Ohio.

FIXALL

Louisville Varnish Co., Inc.
Louisville, Ky.

O-CEDAR POLISH

Channell Chemical Co.
Chicago, Ill.

RAT BIS-KIT

The Rat Biscuit Co.
Springfield, Ohio.

LE PAGE'S GLUE

Russia Cement Co.
Gloucester, Mass.

STANDARD PLUMBING FIXTURES

Standard Sanitary Mfg. Co.
Pittsburgh, Pa.

3-IN-1 OIL

Three-in-One Oil Co.
New York City.

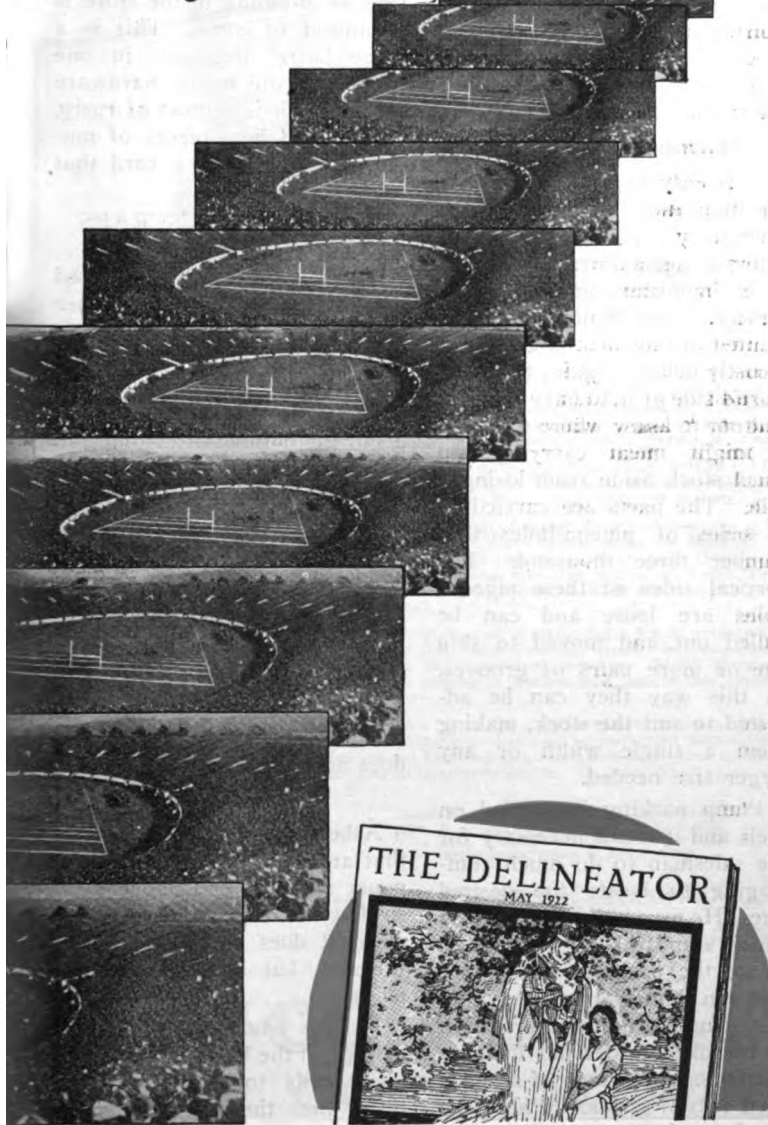
TYCOS THERMOMETERS

Taylor Instrument Companies
Rochester, N. Y.

HARTSHORN SHADES

Stewart Hartshorn Co.
New York City.

Million Families to Buy



(Continued from page 74)

around ten colors out of the thirty-two shown on the color card. For that reason the assortment was reduced in proportion. It meant not only less confusion and time in poring over a color card, but, what is more important, less stock to carry for the same volume.

Machine Parts in Place

It is easy to find any one of the thousands of machine parts carried by this store because it caters to agricultural people and it is important that they get service. Not finding the part wanted in the stock might mean a costly delay. Again, from the store's side of it, to have the part and not to know where to locate it might mean carrying too much stock aside from losing a sale. The parts are carried in a series of pigeon-holes that number three thousand. The vertical sides of these pigeon-holes are loose and can be pulled out and moved to skip one or more pairs of grooves. In this way they can be adjusted to suit the stock, making them a single width or any larger size needed.

Pump packing is carried on reels and it is not necessary for the salesman to do much rummaging to locate the desired size. He merely looks at a chart which stands above the rack to locate the position of the size and can immediately turn to it.

A drug store in its perfection of the display idea has little on Linder's. Every inch of space is used to sell goods. Where the fire hose, for instance, is coiled

up on the ends of counters there is a flap that is easily removed, yet which displays merchandise.

There is, however, one thing that comes as near to unsightliness as anything in the store is permitted to come. This is a large barrel that sets in one corner of the heavy hardware stock. In it is a mass of rusty, broken and bent pieces of machinery. On it is a card that reads:

PLEASE KEEP SCRAPS
OFF THE FLOOR.

That's what it is, scraps of old machinery. If a rancher breaks a gear on one of his implements he brings it to the Linder store and buys a new one. He does not wish to bother about the old one after that and it is consigned to the barrel. When the barrel is full it is sold as junk. It keeps the backyard clean and makes a neat profit, being sold every week or two, some times for as much as \$20.

Likewise old separators are taken in in trade. Usually but one part of the old separator is broken or used out. It can be rebuilt and sold to the man who does not care to buy a new one.

Selling Asbestos

Asbestos is sold from rolls that are mounted like wrapping paper with the end underneath, so that when the salesman pulls on it it does not jump out of the slot, but is held firmly in place.

Dealers who have their coils of rope in the basement with the loose ends to cut from may think that they have them in these loose ends above the main



Sectional view of Nesco Perfect Burner. Note the flame close up to the frying pan — insuring an immediate hot cooking surface as steak is dropped into pan.

Selling the Housewife by the Exclusive Nesco Features



Here's a Big Re-Sale Idea—the tag and sample wick. Attached to floor display stoves they'll attract attention and assist your salesmen in making sales.

Housewives are always looking for new methods and conveniences which will lighten their household duties—particularly cooking. Any improvement that relieves some of the unpleasantness of menial tasks is gratefully accepted.

The advertising campaign of the Nesco Perfect Oil Cook Stove dwells upon the exclusive features of this stove which make for better, easier and more pleasant cooking.

The above illustration is one of a series appearing in leading Magazines and Farm Papers under the heading, "The Perfect Blue Flame Insures Quick Cooking Heat." This advertisement shows how the exclusive Nesco Perfect Burner and Nesco Rockweave Wick produce this perfect cooking heat.

This advertisement is attracting a lot of attention and interest to the Nesco Perfect. Housewives are going to investigate its exceptional features. Many prospective buyers are coming to dealers who handle this nationally known stove.

The entire Nesco campaign is sure to create a bigger interest—an interest that can be converted into sales. If you are not handling this stove, now is the time to find out all about it from your jobber. Or, write direct to us.

Send Postcard to Advertising Department, Sec. V., National Enameling & Stamping Co., Inc., Milwaukee, Wisconsin, for free six months' subscription to Nesco News.

NATIONAL ENAMELING & STAMPING CO., Inc.

St. Louis
Baltimore

Granite City, Ill.
Chicago

New York
New Orleans

Milwaukee
Philadelphia

NESCO PERFECT

OIL COOK STOVE

Say you saw it in **GOOD HARDWARE**

floor the latest idea. Linder's has improved that. Instead of holes bored in the floor for the rope to pull through there is a slot in the floor with one board of the floor next to this slot hinged as a trap door. Many times the rope will become entangled or be held by a knot that prevents its running through the hole. In a case of that kind in the Linder stock the salesman does not have to run into the basement, but merely lifts the trap door and straightens the snag.

It's easy to buy or to sell gloves such as the store carries for work or for driving. A box for each size carried contains an assortment of all the styles in that size. A customer need but look through one box. Formerly he would have to run through his size in each of the kinds carried.

This idea of making the store fool-proof is carried out in all departments. In the lamp stock, for instance, there is a cabinet of drawers underneath the lamps in which wicks, burners and other supplies are kept in perfect order.

Saws Well Displayed

Saws do not have to be taken down when the salesman wishes to find the one that the customer is interested in. The salesman can tell from the front edge of each handle the kind, the point and the price. This, as well as many other similar plans about the store, means a saving of many hours of time and consequently less sales expense.

"Getting close to the cus-

tomers," is easy in Linder's. At the rear of the showcase counters down where the toes come there is space under the kick board. The salesmen's toes kick under instead of against the kick board. They can get closer to the people—and it is more convenient to the salesmen.

All showcase glass is replaced from the outside if broken. Back of the upper shelves of the cases there are mirrors' while below there are the wooden surfaces of the sliding doors. This gives the attractive appearance where it counts and does not involve mirror expense where it does not count.

The Linder Gun Rack

When the gun stock of the store is "shot to pieces" it is not apparent to the customers. The guns are arranged in a series of close oblique rows instead of in one row against the back of the gun case. Thus when one row is broken guns are taken from another; and as the ends of the rows overlap, the holes are not seen.

"The stock of a gun," said Mr. Geiselhart, "is the display part of it. For that reason in our gun case we built a little false base for the guns to rest on. The entire stock is on view and it helps make sales."

Just as women like to pinch fruit in buying, men like to try tire pumps when they buy. To help them Linder's has these pumps in an open-face showcase on the front side of the counter. The result is that they see, they try, and they buy.

(Continued on page 87)

Put This on Your Counter and Watch It Sell

**Our
NEW
Size**



**2 1/2 ounce
12 in Carton**

**Retails
for 25c.**

JOHNSON'S *Paste - Liquid - Powdered* **PREPARED WAX**

Fill out and mail the attached coupon and we will immediately forward you by prepaid parcel post, one dozen 2 1/2 oz. cans of Johnson's Prepared Wax packed in a beautiful colored display carton—all ready to put on your counter. It'll sell like hot cakes.

**Your cost \$2.00—Your resale price \$3.00—Your profit \$1.00
50% of your investment**

S. C. JOHNSON & SON, Dept. GH4, Racine, Wis.

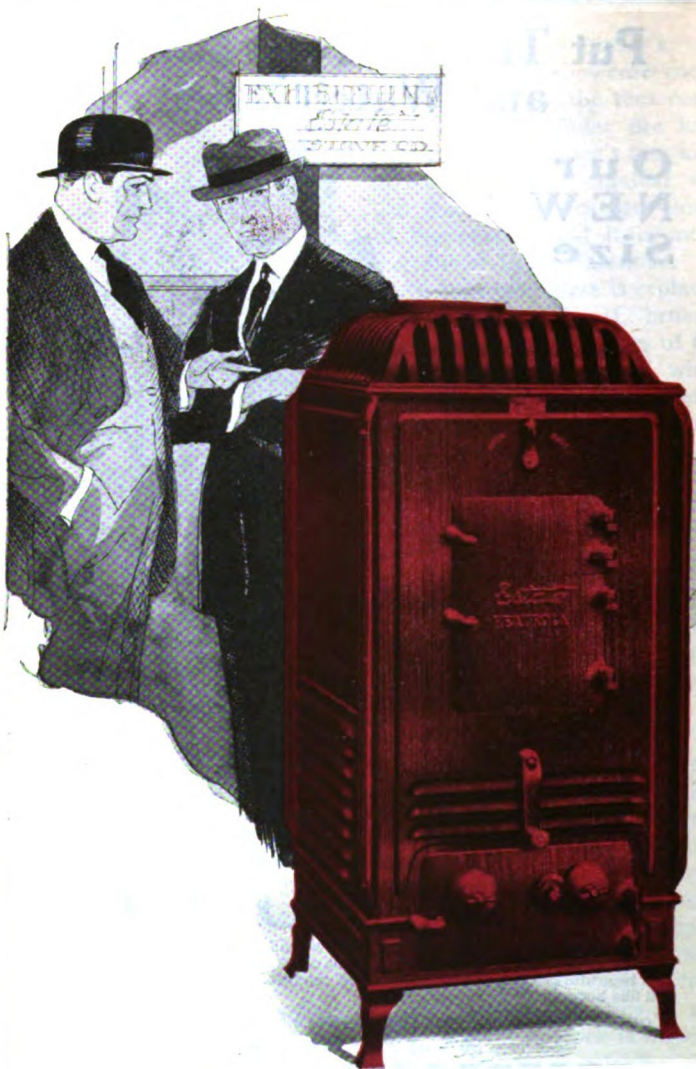
Please send me one dozen 2 1/2 oz. cans of Johnson's Prepared Wax packed in a beautiful colored display carton, by prepaid parcel post, at a cost of \$2.00

NAME

ADDRESS

Our Jobber is

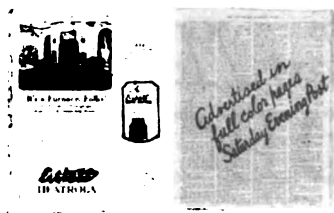
Say you saw it in GOOD HARDWARE



Estate **HEATROLA**

THE ESTATE STOVE CO., Hamilton, Ohio

Say you saw it in GOOD HARDWARE



Year Ago People Asked, “Will It Perform?”

NOW—there is no question!

When we started to market the Heatrola furnace that looks like a gas furnace and heats 3 to 6 connecting pipes, people wondered if it really was a safe device.

Now it has been answered—thousands of homes.

Heatrola is in the service the Heatrola is bringing in homes, stores, halls, from one end of America to the other.

Information that you, as a merchant, want — to pass on to your customers.

We quote from a few of the letters we are receiving, every mail, from satisfied users by the score.

Read and note them. Then write for a booklet containing many of these letters. You will find it invaluable to a skeptical purchaser.

“It heats our five-room cottage perfectly, and is satisfactory in every way. It throws the heat evenly into all parts of the rooms.”

“We are very much pleased with it and it is certainly satisfactory in every way.”

“It is entirely satisfactory. We are heating six rooms and doing it cheaper and better than we did last year with two stoves.”

“The Heatrola certainly measures up to my highest expectations. I heartily recommend it as an economical, healthful and clean heating apparatus for a 5 or 6-room bungalow.”

“I must say it is a wonderful heater. We have two rooms up-stairs and four rooms down, and the whole house has been entirely comfortable.”

Color Ads Now Running in The Saturday Evening Post

Heatrola is backed by a sweeping national publicity. It is being advertised in a BIG way — the biggest in the country. FULL COLOR PAGES in the Saturday Evening Post are now running in current issues. Note them.

Then—if you are not already getting your share of the business we're creating, write or wire for information. The Heatrola is a winner. And thousands of successful merchants will tell you so. Get the facts.

Say you saw it in GOOD HARDWARE

The New Model
No. 50 BOSS
ELECTRIC
with the
wonderful



is the greatest electric washer value ever put on the market.

Under our new financing plan the dealer gets his money immediately, just the same as on a cash sale and *makes more profit.*

Hundreds of women in your locality are absolutely sold on the idea of electric washers, but they either cannot afford or refuse to pay the usual high prices demanded.

**The Boss sells for only
\$87.50 cash or \$95.00 time payment**

Here is your chance to cash in on this market by selling a quality Boss Electric built by a firm manufacturing washing machines exclusively for 33 years.

Write for particulars and give name of your nearest jobber.

THE BOSS WASHING MACHINE CO.
CINCINNATI

Also makers of the popular Boss Water Power, Hand Power and Belt Power Washers

Say you saw it in GOOD HARDWARE

(Continued from page 82)

Men like to try pocket knives also, and in many cases they take advantage of the salesman's turning away to "lift" one. In the Linder stock the pocket knives are clamped to tray lids by springs that are underneath the lids. If one is removed it leaves a tell-tale hole. The missing knife or knives mean an accounting, and there is not the temptation to take one without paying that there would be if the knives were thrown out in a heap.

Just in front of the office there is a bubbly fountain which in summer time is running ice water. Children may use this, for there is a pair of steps set beside it. Women may fill their thermos bottles from it, for Mr. Linder has had a pipe and funnel arrangement made which may be fitted over the fountain and thus used to fill the bottle.

The floors of the offices in the center of the store are raised six inches to command a view of the entire store. The desks here are so raised that the traveling salesman and buyer can shove their chairs underneath and work with more convenience and much more comfort.

The Sales Records Office

As sales are made a ticket is made for each transaction and a copy of it comes to the office. Each sales slip in each book must be accounted for, as such book is numbered and charged to the salesman who gets it. As the slips come back to the office they are checked off.

The woman who does this

sorting has a rack of indexed pigeonholes into which the charge slips are sorted alphabetically. This works in connection with the billing plan used by Mr. Paxton.

Two billing clerks handle the charge accounts. An addressing machine runs off in duplicate a headed statement sheet for each regular customer and others are made for new customers. Before this was done the old carbon paper method was used for all records.

Keeping Charges in Order

Beside each billing clerk there is a cabinet which contains a number of trays, indexed with an initial. Thus when a girl gets her charge slips from the sorter she runs through the trays and bills them in order. Each bill receives items purchased until the end of the month, when the amount is totaled, credits are entered, the balances added and the statement is mailed.

This means a bill that the customer can check. The sales slips from which the items are entered are kept handy for 60 days, but in five minutes any ticket for ten years back can be located, thanks to the system of filing them.

WHERE FROM

Mrs. Youngbride (to butcher).—"I've just thought of something for dinner my husband is fond of. You have chickens?"

Butcher.—"Yes'm. Nice and fresh."

Mrs. Youngbride.—"Well, please cut out the croquettes and I'll take them with me."

Articles You Can Sell to Dairy Farmers

(Continued from page 34)

new *dairy brush* for washing pails had recently been ordered to replace the older method of using any old cloth which happened to be handy. Since then these new brushes have proven good sellers with us.

Along this line there are also the *milk can brush* and various *separator* and *milking machine brushes*, which have steady sales.

On this particular dairy farm the installation of the *milking machine* brought a neat profit.

Replacing Cloth Strainers

Another quite new feature is the *cotton strainer pad*, which is placed between the fine *brass* and the coarse *perforated tin strainer* of the milk strainer outfit. They have come into considerable vogue with our local dairy farmers and seem to have replaced cheese cloth in milk straining.

These three parts of the outfit can be purchased alone as replacements or complete with the strainer, as desired.

A couple of months ago we ordered some extra large and well made *splint baskets* for the proprietor of this dairy farm. They were to be used in carrying ensilage for the cows from the silo to the manger or stall. With these as the largest size, we grade down through several small sizes of splint and galvanized baskets, which in the various sizes are of use to the dairy farmer around the barn.

Walking between the two

rows of stanchioned cows, we passed into another part of the barn where the hay mows were located. Here I was reminded of haying season again, with all of its attendant tools and equipment, which the dairy farmer must procure from his hardware dealer.

And going a step further in the seasons, I thought of the implements and tools which this farmer must use in cutting and putting in the ice which is to keep his milk and chill it during the hot months of the year, and also of the implements required for planting and cultivating his crops—the *tractor*, *plows*, *harrow*s, *grain drills*, *corn planter* and so on, so it seems that the cycle of dairy hardware necessities is never completed and good Mother Nature just keeps things moving along our way the whole year through.

Over by a grain bin I saw the *clipping machine*, whereby the cows are kept free from possible accumulation of hair and filth, and right here may I again diverge in order to say that when we sell a clipping machine the transaction is *not* completed for us.

Clippers Bring Repeat Orders

The plates or knives, in the head of the machine, require frequent grinding in order to do efficient work, and we have purchased a factory grinding machine. With it we are able to do as good a job in grinding and adjusting the plates as the farmer could secure from the factory, direct, and we can offer him the added advantage of

Our Responsibility To You



*The complete
Waterbury line is*

Patrol	\$1.65
Patrolite . . .	2.50
Comet	3.00
Cometlite . .	3.75
Jewel	3.75
Jewelrite . . .	4.50
Mate	3.75
Wristlite . . .	4.75

**Retail Prices Shown
(including tax)**

YOU now know that the famous watch line made by us for years is on the market, offered in our name. "Old friends with new faces."

We realize our responsibility to you—to everyone in the trade.

Merchandise quality, salability, profit, advertising, all are squarely up to us. All must attain the peak of achievement, so that you can realize better watch profits than ever before. You must make money. So must we, that we both may progress.

Millions of our watches have been sold on a liberal guarantee basis. Purchasers have been satisfied universally for more than thirty years of big-volume business. Waterbury quality is progressive.

Good merchandise is the solid foundation of good business. Given that the Public must be told of it. It should be seen—to sell.

We are beginning the largest advertising campaign ever put behind a watch line. Color pages in the *Saturday Evening Post*; double-spreads in the *American Magazine*; in fact, with other magazines, we attain 15,000,000 circulation monthly. With this, we offer you every possible selling help—display cartons, cards, electros, etc. We have shouldered our responsibility to you.

A WORD FOR THE JOBBER

Your jobber is ready to supply you with 18- and 36-watch assortments, giving you full line Waterbury representation, and practical display material to tie up with Waterbury national advertising.

WATERBURY CLOCK COMPANY

FACTORIES: WATERBURY, CONN.

Sales Offices

NEW YORK
137 Centre St.

CHICAGO
215 W. Randolph St.

SAN FRANCISCO
360 Fremont St.

Say you saw it in GOOD HARDWARE

getting his work done promptly and of saving him transportation both ways. We guarantee the work we do in each case.

In referring to the sale of dairy brushes, we might have referred to *washing powder* for good measure. The average small dairyman will buy it in the five pound cloth sack and the big fellow by the barrel.

Lime or *whitewash prepared paint* must be used in keeping stables clean and sanitary. The big dairy companies lay such stress on this item that in certain instances they send out a portable spray to do the work under skilled inspection.

Milk scales are of common use to the dairy farmer, as are tinned *milk stirrers* and *dairy thermometers*.

In every respect, a visit to a thriving dairy farm when coupled with an interview with the proprietor is an inspiration to the hardware dealer, for in the rural districts the two have so many interests in common—the dealer wants to see his patrons progress and make money and the dairymen want to get cooperation from the dealer.

Small Farms Are Important

In all of this, we must not overlook our many smaller farmer friends whose "herd" may consist of only two or three cows. These farmers may not ship their milk, and so are not subjects for all of the standard equipment we have been considering.

If they make butter, they will, however, need *separators*, *milk pails* and *pans*, *churns*, *butter*

bowls, *milk skimmers*, *butter ladles* and *prints*, perhaps *butter workers*, *five* and *ten pound shipping or packing pails*, and sundry other small equipment. It all counts up big in the course of a year's business. To get back to the very beginning of it all, we must happily agree that Noah was a wise old chap when he decided that each little Noah ought to have a glass of milk three times daily, and so the cow came abroad the Ark. OUR HATS ARE OFF TO NOAH!

Time Table Used to Build Good Will

A COMPANY in a Southern town, after trying out several methods of novelty advertising, has found the following plan the most successful. They published a train schedule with the time of arrival and departure of all trains touching their city. These schedules are printed every month and are distributed in several ways. The major portion goes out together with the city statements of the company; some are distributed by means of a special mailing list, and the remainder through receptacles in hotels and other public places. As these schedules are issued only to create good will, and not for special advertising purposes, the company's name, address and telephone number only are printed.

ALL TO THE MUSTARD

Bill.—"Is his suit seasonable?"

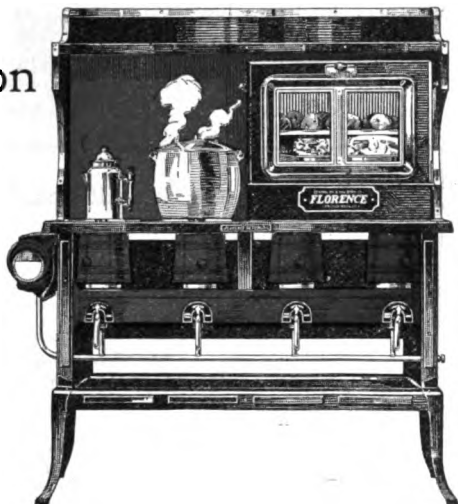
Joe.—"Well, I think it is; it's one of those old salt and pepper suits."

Are you ready for
FLORENCE

National
Demonstration
Week?



**More Heat
Less Care**



How about the week of April 17-22? Are you one of the thousands of dealers who are ready to take advantage of Florence National Demonstration Week?

Our consumer advertising in national magazines and in newspapers has prepared women for your participation. They will want to see the famous Florence Oil Cook Stove and Florence Oven in actual operation.

When they see for themselves the merits of this stove, they will understand how simple cooking is with it.

For detailed information, write or wire to

CENTRAL OIL & GAS STOVE CO., 364 School St., Gardner, Mass.

FLORENCE
OIL COOK STOVES

Say you saw it in GOOD HARDWARE

Another thing. Do not overlook the benefit Florence Demonstration Week will have on sales in your other departments. People will come to your demonstration and will not leave without buying something.

There is still time for us to send you free advertising material — announcement cards with your name and the date of your demonstration, newspaper electrotypes, selling helps, booklets, and window trims.

You will find the effect of your Florence demonstration will mean bigger business throughout the year.

Ideal Statement for Instalment Accounts

HARDWARE dealers, selling such merchandise as electric sweepers, kitchen cabinets, refrigerators, etc., upon the instalment plan, may find the statement form employed by The Premier Service Company of Dayton, Ohio, which

neath the month for which the statement is rendered, with the amount of the payment due entered at the extreme right of the form.

The form is made out in duplicate, an exact copy of the original appearing upon the half of the form folded under. The whole form is mailed to the customer

CN-1

THE PREMIER SERVICE CO.

Acct. No **D-2483**Date **12/14/21**Amount of Contract.....\$ **48.75**Payments to Date.....\$ **25.00**Balance of Account.....\$ **23.75**

Notice of Payment Due

Payments Due	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Date 15	X											
												\$ 15.00

Mr.

*John Doe,**South Walnut St.,**City.*

This form gives both the customer and the dealer a complete record of the account

is shown in the accompanying illustration, of practical value for use in this connection.

This statement form is 11x3½ inches, the printing as illustrated appearing upon the right-hand half of the form. It is perforated in the middle and the left-hand side folded under provides a carbon copy of the figures as entered upon the right-hand side of the form.

This form provides for the entry of the date, the account number, the amount of the contract, the amount paid upon contract to date and the balance due. Under the caption "Payment Due" the date of the month upon which the next payment is due is entered and an

"X" entered in the square under in a "window" envelope with instructions to return the carbon copy with their payment, and to keep the original copy for their own information.

This effective little form is so drawn and printed as to reduce the work of getting out the statements to a minimum and also to provide the customer with his own record.

CHIP OF THE OLD BLOCK

Friend: "I understand you took your son into your business a few months ago to teach him the business. How did it turn out?"

Business Man (wearily): "Great! He's teaching me now."

This is the Toy Sensation of 1922



Every Shot A Big Red Flash!

About once in every ten years a toy appears that literally sweeps the country. Sales grow to undreamed of figures. Distributors, jobbers and dealers reap a royal harvest.

The Ronson Repeater is the fastest selling toy gun ever put on the market. It started from scratch with sales of over 15,000 a day—over 90,000 a week—over half a million in the first six weeks. Then sales really began to climb.

The FLASH did it. Boys simply go wild about the Ronson Repeater. For they not only hear it shoot, but they SEE it shoot and see the smoke. Every trigger-pull shoots a big, red flash from the muzzle. But these flashes are absolutely harmless. *The Ronson Repeater complies with the laws of every state.*

This wonder gun looks like a

**Be sure to order RONSON RED SKIN RELOADS
1000 SHOTS FOR 1 CENT**

Every Ronson Repeater comes loaded for 5000 shots. Every Ronson Redskin Reload is good for an additional 5000 shots. Nothing but the original Ronson Redskin Reloads will make the big flash in

real automatic. It is made of pressed steel and has a genuine gun-metal finish.

**National Advertising begins
this Month**

This month the big advertising campaign starts with a full page in the Saturday Evening Post and large space in a long list of boys' publications. This advertising will boost sales higher than ever. Are you prepared to supply your demand?

Don't Delay in Ordering

Every day you delay ordering a supply of Ronson Repeaters, you are losing sales and money. Get some of these guns on your counter just as quickly as you can. Ask your jobber for prices and complete information. If he cannot supply you, write us. Mail a letter before you close your store tonight.

Ronson Repeaters. Order a large quantity of reloads—you'll need them and they mean constant repeat sales at a big profit for you. Send your order for reloads with your order for the Ronson Repeaters.

THE ART METAL WORKS
12 ARONSON SQUARE NEWARK, N. J.
For 35 years Makers of High Grade Metal Novelties

The RONSON REPEATER

Say you saw it in GOOD HARDWARE



Meet the
I.C.U.
"family"

of 24 of the slickest "miracle workers" ever. I.C.U. Metal Polish is one; needed wherever there is metal to be polished. Used for years by American Brass Co., Laclede Gas Light Co., Detroit Edison Co., Niagara Falls Power Co., B. F. Goodrich Co., Hotels Statler, etc. Isn't that proof it's a good product for you to handle? If you want more proof

Send for Sample Can and I. C. U. "family album" showing the complete "family" of the fastest turning line you ever handled.

THE LIVINGSTON CO.
Division G
NEW HAVEN, CONN.



Watching New Tenants Makes Sales

EMPTY houses and apartments—what do they mean to you?

An energetic hardware dealer in Baltimore made a practice of watching such places, and then kept an eye open for the advent of new tenants.

Most of us know the "joys" of moving—floors that contain tacks the previous tenants neglected to remove, window shade brackets that "come up missing," tack hammers that can be found only when they're not wanted, shortage of picture hooks, etc.

This Baltimore man makes it a point to have a representative on the ground just after the moving van leaves. On the rear of his car is a case containing an assortment of small tools and all sorts of knickknacks needed to help fit up a new home, together with samples of window shades, awnings and the like. Of course he rarely fails to make sales, but, in his opinion, the real value of such a stunt as this lies in the number of prospective patrons gained, rather than the profit from the services at the new house.

He has often received orders for entire new sets of kitchen equipment, especially from persons who have moved from out-of-town. In his sample case, for instance, he carries gas mantles, electric bulbs, furniture polish, mops, small cans of paint and enamel, picture hooks, wire and other similar necessities that a person moving into a new house is likely to need.

McCASKEY

"ONE WRITING"
SAVES TIME

THE McCASKEY WAY

APRIL, 1922

Do Not Accept Account Losses



The Luse Electric Company, Warren, Ohio, would not part with this McCaskey System of Accounts for "Any money," if it were not possible to buy another

Make your credit system "hole proof" and it will make you more profits than any other method.

It is not surprising that many hundreds of credit businesses have failed in the past two years—their manner of caring for their accounts was too old to keep pace with the modern business growth on every side.

YOUR ABILITY TO SEE THIS OPPORTUNITY FOR YOUR BUSINESS TO GROW IS THE TEST OF YOUR ABILITY TO MAKE PROFITS THAT ARE POSSIBLE TO YOU!

Their Own Figures Did It

EUGENE, MO.—That their own figures were used to prove the impending failure of their business through a change from a credit to a cash basis has been stated by the Climax Elevator Company of this city.

They were told that a poor credit business had always been a losing proposition, that a McCaskey System would prevent their mistakes, increase their collections and do away with the loss of time given to ledger posting and statement writing.

They bought in 1911. Ten years later they are so enthusiastic over the success of the McCaskey System in caring for the accounts, saving dis-

putes and satisfying customers, that they urge they can say more for the System than is claimed for it by the manufacturer.

System Is Their Collector

NEWPORT NEWS, VA.—"We do not mail out statements," says the Fisch Department Store. Their bills are due monthly and are absolutely collectible by the McCaskey credit plan.

Of course, they do give statements with every purchase, keep the customer informed at all times of his balance owing and make it easy for their customers to pay them.

Save Thousands Annually

LA GRANDE, ORE.—Three stores, operated by the Grande-Ronde Meat Company in this section of the state, handle 2000 charge accounts through McCaskey Systems and save thousands of dollars a year in office expense alone.

As to collections—they "Cannot even approximate how much better collections are over the Great-Grandfather method of accounting."

We can do the same for you; just mail this coupon today.

McCASKEY REGISTER CO.
ALLIANCE, OHIO

How Can I Solve My Credit and Collection Problem?

Name Business

Address

No. of Accounts? How Kept?

Say you saw it in GOOD HARDWARE

Making Double Sales Out of Singles

THE R. C. Rich hardware store in Pontiac, Michigan, has a little plan which makes double sales out of a good many single ones.

This store features razor blades for various types of safety razors. A display of them is kept in the show-window, and the trade is brisk. The razors are kept in a show case near the entrance, and on top of the case is a stand containing shaving-creams. When a customer calls for razor blades, the salesman courteously calls his attention to the shaving cream. In a big percentage of cases the buyer takes a tube of cream and is often grateful for the reminder. In addition to spending more money in the store he carries away a pleasant impression of the place.

The same idea might be easily developed with other related articles, although one of them, like the shaving cream, might seem to have no place in a hardware store's already full stock.

Mr. Make-It-Right Is Store's Trade-Mark

FOLKS, meet Mr. Make-It-Right. He's the man who's always saying:

"You
Must Be Satisfied"

All

Get the point?—"You ABOVE ALL must be satisfied!"

You might call him the trade-mark of a Central Western

hardware store, because he appears not only in all of this store's advertising, but on their delivery trucks as well.

"Satisfaction" is this store's slogan, and they used the likeness of Mr. Make-It-Right as a symbol of their policy. As the fellows say on the street, "Not bad, eh?" And it works well.

Sells Chisels for Ice-Fishing Holes

FREEZING weather, putting a stop to much carpentry, need not stop the sale of carpenter's tools, in the experience of Roy Barker, proprietor of the R. H. Barker Hardware store of Pontiac, Mich.

During the recent cold weather experienced in Pontiac Mr. Barker noticed that a great many men were going fishing through the ice on the lakes near that city. Winter fishing is a popular sport in Michigan, as in many other localities. He found, too, that many of the fishermen did not own "spuds" with which to chop the holes in the ice for their lines.

But he had an idea on the subject. A fisherman who did not care to spend the money necessary to buy a real ice spud was pleased at the suggestion that a chisel would do the work if mounted on a long handle. The suggestion appealed to others, and Mr. Barker did a fine trade in chisels while the ice-fishing season lasted.

STUMPING FATHER

Bright Boy—"I say, dad, I can do something you can't do!"
Father—"What is it?"
"Grow!"

How Born Standardization Encompasses An Entire Range Market With Four Ranges

Born Standardization has been an amazing revelation—a near-revolution—in range-building and range-selling.

At one full swoop the unmitigated evils of unwieldy stock, heavy investment and slow turnover, numerous old-fashioned ranges and the ever-recurring parts difficulties have been swept away.

And instead is a trim, compact, handsome line of only four patterns—four ranges that fit every market—city and country—that fit the pocketbooks of three-fourths of all of your customers.

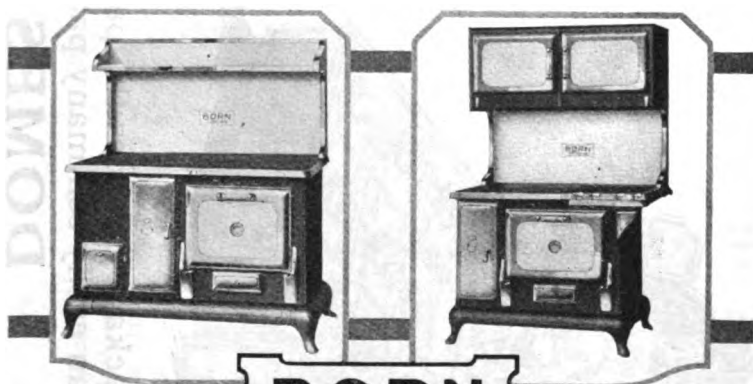
Imagine the profit-making possibilities of this line of only four ranges—only a small investment, yet you have a complete line of ranges that meet the need of your customers—a line of four ranges in which all the parts are standardized and interchangeable.

These four ranges—the square and reservoir for country trade and the two combination ranges for city trade—with their dignified appearance and many notable improvements naturally attract those progressive dealers who are now and wish to remain leaders in their communities.

The remarkable qualities of Born Standardized Ranges and the unusual community advertising and sales promotion plans available to Born Authorized Dealers have made possible the rapid building of a strong dealer organization and 1922 must see its completion. To the dealer who is the leader in his community and who appreciates the trend of the times in range merchandising we invite inquiry—to these dealers we extend the full force of Born co-operation.

THE BORN STEEL RANGE CO.

Cleveland, Ohio



BORN
CLEVELAND

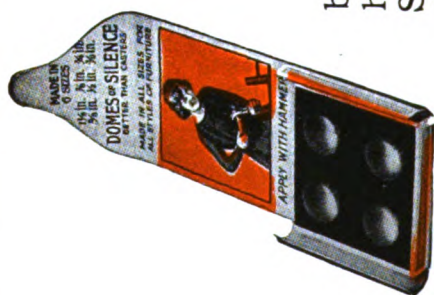
BORN
STEEL RANGES
square
reservoir
combination
duplex
BORN

Standardized Ranges

BORN
STEEL RANGES
square
reservoir
combination
duplex
BORN

Say you saw it in *GOOD HARDWARE*

You Can Reap a Profit



by simply placing our handsome new Display Stand on your HARDWARE counter. This display stand has an eye-compelling value. It stands out. It attracts the attention of every customer entering your store. Sell the customer one package, then sell her many more.

One package provides the perfect footwear for a table or single chair. You can easily sell many packages to each customer.

DOMES OF SILENCE

Say you saw it in GOOD HARDWARE

They pay a profit of 60% on the cost and 37½% on the selling price.

Your Ideal Assortment.

For every day selling you should have a stock of the four fast-selling sizes — ½-in., ¾-in., 1-in., 1½-in. The extra heavy 1½-in. and the extra small ½-in. you will need for special work.

All sizes sell at 10c a set except the 1½-in., at 15c a set.

Domes of Silence are packed one set (4 pieces) in individual folder, ¼ gross folders of one size in display carton (illustrated).

**ORDER FROM YOUR
JOBBER TODAY**

**Henry W. Peabody
& Company**

Domes of Silence Division
17 State Street, New York

DOMES of SILENCE
The Perfect Footwear for Furniture



Everybody in Your Town

Is a sales prospect for The Ansonia Sunwatch. Every Boy and Girl Scout and other lovers of outdoor life will want one.

Sunwatch (The Tickless Timepiece) consists of sundial and compass, with longitude, latitude and compass variation tables and booklet containing complete explanation for ascertaining correct time from the sun.

Sunwatch is solid brass, colonial finish. Vest pocket size.



The ANSONIA SUNWATCH

A COMPASS AND
SUN DIAL

Order to-day; place these educational novelties on display in your window and you will soon order more.

Your jobber will be glad to supply you.

Ansonia Clock Company

99 John Street, New York

Manufacturers of Fine Clocks for Half a Century

Say you saw it in GOOD HARDWARE

The name sells it!

When people call for the powder that dissolves obstruction in drain pipes, they want



DESOLVO

TRADE MARK

Selling points
of
DESOLVO:

Simple to use,
mix with cold
water, and pour
down drain.

Generous sized
can, reasonably
priced.

DESOLVO is
guaranteed not
to damage
pipes or fit-
tings.

Displayed win-
ter or summer
it sells equally
well.

—a dependable article, Desolvo, and one that makes friends of every customer. All householders at some time or other find their drain pipes clogged, and then they need Desolvo.

Tell them about Desolvo, and watch it sell!

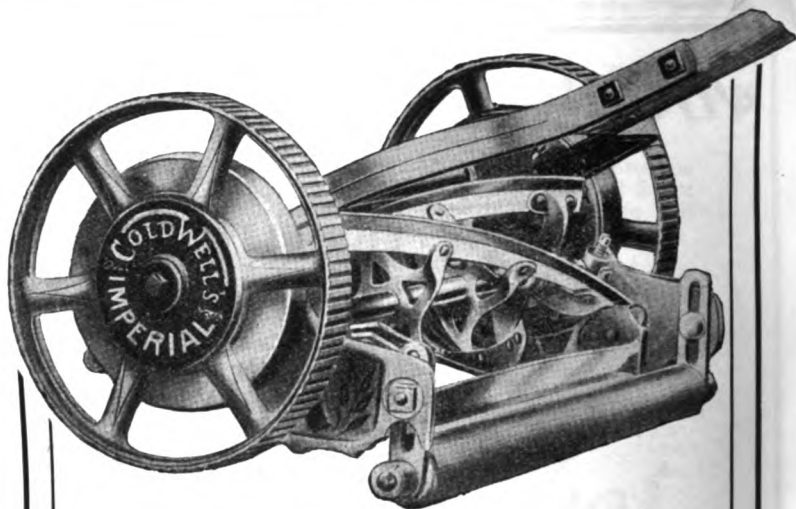
It is just as necessary in the home as an antiseptic is in the medicine chest. You will find Desolvo an easy seller, a good repeater.

THE CHAMBERLAIN COMPANY
Pittsburgh, Pa.

Pacific Coast Representatives

SPRAKE SALES CO., Los Angeles, San Francisco, Denver, and Portland, Ore.

Say you saw it in GOOD HARDWARE



NOW IS THE TIME to Interest People in LAWN MOWERS

Try this plan. Take your city directory or telephone book and make up a mailing list of home owners who are interested in beautiful lawns.

Start right in and get them interested with a strong sales letter about the first of April and make timely use of our Display Material, Signs, Cut-outs, etc., and reinforce these with a prominent display of Coldwell Lawn Mowers during May and June.

Get the people thinking Coldwell—talking Coldwell and seeing Coldwell and you'll get them buying Coldwells when the grass needs cutting.

With the Coldwell experience since 1867; with 54 years' reputation back of every mower; with a type to fit every size lawn and every size pocketbook; with a Universal demand; with our guarantee and co-operation, we are confident that you can make 1922 a banner year for Coldwell Lawn Mowers.

Write now and get started right.

COLDWELL LAWN MOWER CO.
NEWBURGH, N.Y., U.S.A.

Say you saw it in GOOD HARDWARE

Read this Record of APEX Sales!



Made in Milwaukee
by Ph. Gross Hard-
ware Supply Co.

10,866 APEX Washers sold

to a population of 457,147 people. That's one washer for every nine families. That's proof of this washer's selling power—it shows what good merchandising and selling can do when it has a good product to offer the public.

In Your City—

You can make such a record with the APEX. This famous washer has every feature which wins and pleases customers. Originated the oscillating tub; equipped with swinging wringer; long-life construction; beautiful gray enamel finish. Get all the facts and our dealer proposition. Ask about our financing plan.

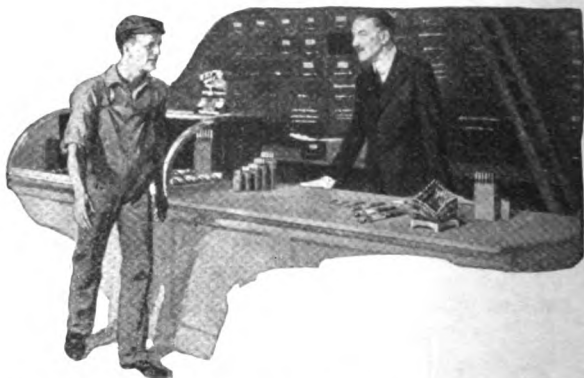
APEX APPLIANCE COMPANY
3223-3271 West 30th Street Chicago



This trade-mark signifies the original "Apex-shaped" tub construction—the first oscillating type, originated in the APEX. It can only be used by the APEX and means

**Fourteen
Years of
Successful
Service**

Say you saw it in *GOOD HARDWARE*



"Cleveland" tools sell more rapidly

Whether you operate a small hardware store or a great wholesale hardware establishment, "Cleveland" tools will give you more rapid turnover.

The drill sets are familiar articles, but the "Cleveland" trademark gives them all the prestige of almost fifty years of drill manufacture.

The "EZY-OUT" Screw Extractor is comparatively new but it is a tool whose sales continually increase. In spite of the general depression, 1921 was a banner year for EZY-OUT.

And now comes the new

Quick-Set

Adjustable Reamer

"QUICK-SET", like "EZY-OUT", is sold to the garageman, the mechanic or the man who likes to tinker at home. This reamer gives great expansion, combined with a sturdy, handsome appearance.

The blades of "QUICK-SET" may be renewed in sets when, after long, hard service, new blades are needed. It is not necessary to return the reamer to the factory. Just insert the new blades and the old "QUICK-SET" is ready to go back on the job again—without regrinding or fussing—practically as good as a new reamer.

Let us quote you prices on the complete "Cleveland" line—a quality line throughout.

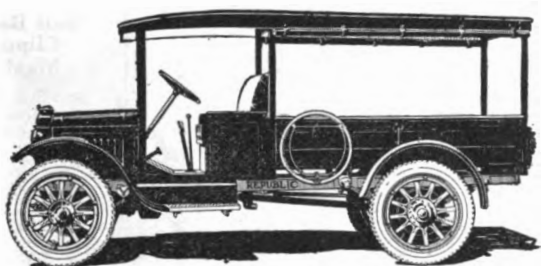
The



TRADE MARK REG. IN U. S. AND FOREIGN COUNTRIES

**TWIST DRILL
COMPANY
CLEVELAND**
NEW YORK · CHICAGO · LONDON

Say you saw it in *GOOD HARDWARE*



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.

Quicker Deliveries at Much Less Cost



Other Body Types
Include

Dump Body
Stock Rack
Screen Enclosed
Bottlers' Body
Open Express
Double Deck
Platform Stake
Tank Body
Police Patrol
Grain Body
Carry-All
Panel Body
Bus Body

Ability to make more deliveries per day and at a substantial reduction in cost has established the Republic Rapid Transit with Canopy Top as the successful truck for hardware men.

It is ideal for the purpose—speedy, dependable, easily operated—a great time and money-saver.

Republic Rapid Transit costs less to buy, less to operate and less to keep up than any other truck of similar capacity.

Write for Vocational Catalog showing Republic Trucks Operating in the Hardware Business

The Republic Line: $\frac{3}{4}$, 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT

Republic has more trucks in use than any other
exclusive truck manufacturer



Stewart No. 1 Ball Bearing Clipping Machine

Sturdily built for long service. Clips horses, mules and cows.

Price reduced to

\$12.00

Electric Clipping Machines, \$80 and \$85.

Boost Profits with Stewart Machines

Just a little effort will sell more Stewart Clipping Machines this spring.

More farm horses being used than for some years—all need clipping, as usual. Clipping saves half the cleaning time—keeps them healthy, too.

Cows are clipped all over in the spring, and all through the year on udders and flanks for clean milk production.

And right in your own town every owner of horse-drawn vehicles is a

prospect. The active dealer will get in touch with them.

No sheep owner in your community can afford to shear with hand blades. It wastes fully one-seventh of the wool, and gets an uneven cut besides.

Sell the sheep owners the machine shearing idea. It will make shearing the easiest and quickest job about the place, and get all there is in the wool crop—every year.

The Stewart No. 9, shown below, handles flocks up to 300 head. Other Stewart Machines, engine and motor operated, for any size flock.

New Sales Helps for You

Window cut outs, signs, envelope folders, movie slides, cuts, etc.

**Keep up your stock
Your jobber will
ship immediately**

**Chicago Flexible
Shaft Company**
5614 Roosevelt Rd.
Chicago

32 years making quality products

Stewart No. 9 Shearing Machine

Ball bearing—best hand operated machine made. A small boy can turn it. Shears smooth and even.

Retail
Price
Reduced
to

\$18.50



Say you saw it in GOOD HARDWARE



Selling on Sight

It is a well established fact in selling that a buyer will purchase a counter displayed article when he will not ask for that article if it is tucked away out of sight.

Out of sight, out of mind, holds true in the sale of thermometers.

Tycos and *Taylor* Thermometers are supplied in attractive counter cartons.

The counter display also links up with the consistent, persistent advertising.

Seeing *Tycos* in the window or on the counter is like meeting an old friend.

Our latest catalog does more than illustrate and describe *Tycos* and *Taylor* Thermometers. It tells you how to sell them most profitably.

Catalogs sent cheerfully

Taylor Instrument Companies
Rochester, N. Y.

There's a *Tycos* or *Taylor* Temperature Instrument for every purpose

D-15

Say you saw it in GOOD HARDWARE

STAR HACK SAWS



Your Reputation— What is it Worth to You?

One dealer told us recently: "Why should I stock Star Hack Saws? I can sell my customers any blade that I happen to have in stock."

"True," we said. "You can sell your trade the hack saws you recommend. But if you recommend a blade that is unknown, the customer is going to watch it critically. If it isn't quite up to the mark, he will blame you for the poor choice."

"Put your recommendation behind the Star Saws, and you have our reputation added to yours. Our 38 years of success as manufacturers added to your years of successful selling."

Star Saws are now sold direct from the factory in Middletown, New York, where they have always been manufactured.

CLEMSON BROS., Inc.

MIDDLETOWN, N. Y.

Makers Since 1883

Giving your Silverware an Additional Sales Value



Through national advertising millions of consumers are being told of the importance of base metal and the standard quality of Seymour Silvore.

EVERY manufacturer, every dealer in fine silver plated ware, appreciates the worth of Seymour nickel-silver. It is a trade standard of quality and—on the basis of its coming-out price—the most economical base for high grade silver plate.

Hereafter Seymour nickel-silver containing a guaranteed ten percent or more of nickel, will be sold under the name of Seymour Silvore. The brand Silvore means at least ten percent nickel—or more as required by purchasers' specifications for nickel content.

You know and appreciate how the use of Seymour nickel-silver as a base adds to the value of a piece of silver plate. It is a selling point—a valuable one—never before used, because the consumer knew nothing about Seymour nickel-silver.

Now we are making this argument available, by advertising Silvore direct to the buying public.

We are telling prospective purchasers how this beautiful white metal is used by prominent manufacturers, as a base in their products, because it is so like silver itself in weight, texture and appearance. We are making them understand and appreciate the real value of such a base in silver plate.

Full pages in the *Saturday Evening Post* and other publications will be used in the campaign. When a salesman assures any customer who has seen these advertisements that an article of silver plated ware is on a Silvore base, the special excellence and durability of the article will at once be appreciated.

SEYMOUR SILVORE

MARK OF  SILVORE

THE SEYMOUR MANUFACTURING COMPANY, SEYMOUR, CONN.

Say you saw it in GOOD HARDWARE

IVER JOHNSON

REVOLVERS BICYCLES



The feature that sells Iver Johnson revolvers all over the world

The Iver Johnson, as you know, is essentially a revolver to be kept in the home for self-protection.

And so it is of vital importance that such a revolver be accident-proof. The Iver Johnson is known throughout the world as the "Hammer the Hammer" revolver—the one that can be thumped, bumped, dropped, jolted without fear of accidental discharge.

Many years of continuous and powerful national advertising have familiarized the public with the safety of the Iver Johnson.

And so today, when a man decides to secure a revolver for the protection of

his life and property, the Iver Johnson is his logical choice.

Dealers who carry the Iver Johnson line find that this revolver sells with a minimum of time and effort on their part.

Are you stocked on the Iver Johnson line? Some rich territories are still without adequate dealer representation.

Stock the entire line—22, 32, 32 special and 38 calibres. Hammer and Hammerless models with Regular, Perfect Rubber and Western Walnut grips.

Why not stock Iver Johnson shotguns? There are none better. Then you will secure the benefit of the entire line of Iver Johnson firearms.

FREE! Three interesting booklets, also complete dealer information. Send at once for one or all of these booklets. "A34"—Firearms. "B34"—Bicycles. "C34"—Motorcycles.

IVER JOHNSON'S ARMS & CYCLE WORKS, 34 River Street, Fitchburg, Mass.

Revolvers—Shotguns—Bicycles—Motorcycles

New York Office: 99 Chambers Street San Francisco Office: 717 Market Street



32 Calibre, Hammer
Western Walnut Grip



32 Calibre, Hammer
Perfect Rubber Grip



32 Calibre, Hammerless
Regular Grip



32 Calibre, Hammerless
Perfect Rubber Grip

Say you saw it in **GOOD HARDWARE**



Big Variety There are 37 different Gendron Velocipedes, 33 different Automobiles, Coaster Wagons, Scooters, Hand Cars, Tricycles, Bicycles and Express Wagons

Special Features Tubular frame velocipede, double disc wheel coasters, double adjustable automobile windshields with extensions, spotlights, gear shifts, and ball bearing brackets on autos.

Construction Every Gendron is made of as good materials and as carefully as was the first one fifty years ago.

50 Years' Reputation Gendron is the oldest and largest manufacturer of Children's Vehicles in the World.

Dealer Helps National advertising, newspaper ads, newspaper cuts, booklets and folders to mail direct, store hangers, and window display cards.

*Write for new catalog
just off the press.*

The Gendron Wheel Co.

650 SUPERIOR STREET
TOLEDO, OHIO



Say you saw it in GOOD HARDWARE

Everybody Likes This New Air Rifle

Your stock of air rifles is not complete until you are prepared to show this new King Breech Loader to the boys in your neighborhood. It is the only air rifle on the market that will shoot darts or shot with equal ease.

It has been on the market but a few weeks, and already the trade has shown a most striking response.

The King No. 17 Breech Loader is very substantially built. The barrel and all metal parts are finished in gun blue, with neatly finished walnut stock. The gun measures 32 inches in length, weighs about two pounds, and is packed one dozen in a case. Retail price, \$2.00.

There is a King Air Rifle to suit every demand, from the King Pop Gun at 25 cents to the big "thousand-shootin' King" with the finest finish at \$3.00. Order today from your jobber, or let us know if you have any difficulty getting the numbers you require.

The King No. 17

Breech Loader



The Markham Air Rifle Company
PLYMOUTH, MICHIGAN

Oldest Makers of Air Rifles in America

Western Representatives:
McDonald & Linforth,
737 Call Bldg.,
San Francisco, Calif.

KING AIR RIFLES

Say you saw it in GOOD HARDWARE

YOUR REPUTATION PLUS OURS—

YOUR own good name, plus the reputation that the Simplex Electric Iron has won for itself, makes a sales combination that will show results for any dealer anywhere.



No. 1914

3½-lb. TRAVELERS' IRON

Both Simplex sizes, the 6-lb. and the 3½-lb. iron, embody the exclusive Simplex method of construction.

Liberal discounts and real selling co-operation.

Write for further evidence



No. 1915

6-lb. HOUSEHOLD IRON

SIMPLEX ELECTRIC HEATING CO.
85 Sidney Street CAMBRIDGE, MASS.

Branch Offices

120 West 32nd Street, New York City
15 South Desplaines St., Chicago, Ill.

Say you saw it in GOOD HARDWARE



NOW The Orders from Dealers and the Inquiries from Consumers are Coming In!

Stormtight advertising in the biggest and best magazines is already producing wonderful results for the dealers who have stocked Stormtight.

When Spring finally opens and the re-painting and re-roofing season grows to full volume—then Stormtight sales will reach big totals.

Stormtight
FOR USE ON ANY ROOF IN ANY WEATHER

should be on your shelves NOW, but there is yet time if you act quickly.

"Stormtight makes roofs better than new—leak-proof for many years. It costs about the same to COVER your roof with Stormtight as to coat it with roof paint. And Stormtight gives leak-proof protection for years, while paint is a temporary makeshift and needs constant renewals. Anyone can brush Stormtight on the roofs of houses, factories, outhouses, garages."

This is the message carried by the Saturday Evening Post and Literary Digest to most of your best customers.

Write for Dealer Book and salesman. Act quickly and get this new business.

L. Sonneborn Sons, Inc.

Dept. 40

264 Pearl St.

New York City

STIMPSON CARTONS



Jobbers—Let us send you a sample box to show quality of our goods.

EDWIN B. STIMPSON COMPANY

801 Kent Avenue

Brooklyn, N. Y.

Say you saw it in GOOD HARDWARE



He Sells Hack Saws —Put Him to Work

HERE'S a new Millers Falls Hack Saw display card. Printed in three colors—black, red and blue. It has an easel back and you can stand it on your show case or in your window. You get this business getter free. All you have to do is ask for it.

Millers Falls Hack Saws are the best that can be made. Dealers appreciate the advantage of purchasing hack saws from the same source that they purchase other Millers Falls tools. Combined shipments and service count a whole lot. Standardization is the order of the day. Specify "Millers Falls" on your next hack saw order.

MILLERS FALLS COMPANY **MILLERS FALLS, MASSACHUSETTS**

*Manufacturers of Carpenters' Tools, Hack Saws
and Automobile Jacks*

A New Catalogue

We have just issued a new catalogue covering our complete lines. If you haven't received your copy, let us know.

Say you saw it in **GOOD HARDWARE**



The Efficient Heater at a Popular Price

REZNOR Portable Gas Heaters have won their place as the most popular heaters ever sold through a generation of safe, efficient service.

Perfect combustion, free from poisonous possibilities. Safety from "lighting back," due to the absence of a dangerous mixer. Low-pressure efficiency that means comfort when other heaters refuse to function. Cheerful, radiant heat that makes the floor warm first. A price that appeals to today's careful buyer. National advertising and a policy of generous co-operation with the dealer. Retail at \$3.00 and up.

We guarantee that the tips in a new model Reznor Heater will remain in place for the life of the heater.

*Write for our free book on Gas
Heating and full information.*

Reznor Manufacturing Co.

54 Main Street,

Mercer, Pa.

Say you saw it in GOOD HARDWARE



Jobbers and Retailers

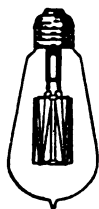
have had too much unpleasant experience with lamps built "down-to-price."

The satisfied merchants are those who stock the best obtainable.

If you are not now a "SAVE" distributor, you will eventually follow their lead.

Why wait?

SAVE lamps are sold without resale restrictions.



"The quality incandescent lamps"

Order from your Jobber

If your Jobber does not handle, write direct



Save Electric Corporation

Front and Main Sts.
TOLEDO,
OHIO

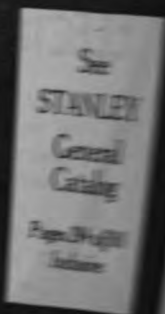
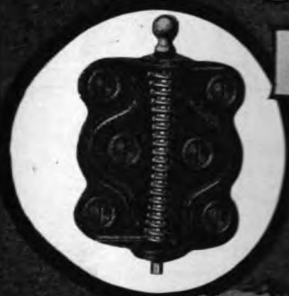
220-254 36th St.
BROOKLYN,
N. Y.



Executive Offices, TOLEDO, OHIO

Say you saw it in GOOD HARDWARE

STANLEY SPRING HINGES



THE LEVER
DOES
THE WORK

**Poleless Wall
Sell Will Sell**

**New Screen Doors Will Be Hung
And Old Ones Repaired**

SELL STANLEY HINGES

Ask for Salesmen
Stanley Spring Hinges

THE STANLEY

NEW BRIDGE

lar matter, cuts, electros and window
ers. Ask your jobber or write direct.

& DUCK CO.

STOCK CO.

in GOOD HARDWARE it in GOOD HARDWARE

HARDWARE

HARDWARE

GOOD HARDWARE

STOCK CO.

Why women prefer the

BEE-VAC

ELECTRIC CLEANER



In the first place it cleans thoroughly—gets all the dirt—lint, threads, scraps and other litter, as well as dust.

Secondly, its very light weight makes operation easy—it eliminates fatigue, and thirdly, its price of \$42.00 east of the Rockies means an actual saving of from \$10 to \$20.

No woman can resist the bargain appeal, and the very fact that the BEE-VAC is the biggest electric vacuum cleaner bargain ever offered makes it a quick, profitable seller. If you have not stocked the BEE-VAC

*Order from
your jobber
and do it
NOW!*

*Made and
Guaranteed by the*

B I R T M A N
ELECTRIC COMPANY

Dept. D 7

Lake & Desplaines Streets
CHICAGO

Say you saw it in GOOD HARDWARE

YOUR VACATION HOME

THE LEVER DOES THE WORK

THE WENZEL POLELESS TENT
A WALL TENT WITHOUT A RIDGE POLE
MADE IN 5 SIZES 7X7 TO 12X14



Mr. Dealer:

Every Wenzel Poleless Wall Tent You Sell Will Sell Five More.

That has been our experience because you see each owner has friends who at once realize the convenience and satisfaction they give; every owner is a booster.

FREE ABOVE MINIATURE TENT FOR DISPLAY WITH ORDERS FOR FIVE TENTS OR MORE

They come packed complete in one bundle and may be checked as baggage or strapped on running board of auto.

They are truly portable and are "Home, Sweet Home" for the camper.

No bulky ridge poles to drag around.

They save their cost in time, trouble and convenience in one outing.

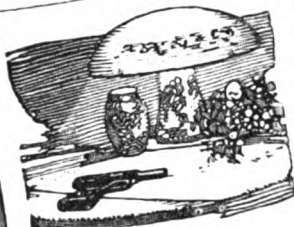
They are sold to dealers with a most attractive discount which will mean handsome profits.

Free posters, imprinted circular matter, cuts, electroes and window displays furnished to dealers. Ask your jobber or write direct.

H. WENZEL TENT & DUCK CO. ST. LOUIS MISSOURI

Say you saw it in GOOD HARDWARE

We are selling Savage Pistols for you—



Safety

Webster's Dictionary defines safety as freedom from danger; exemption from hurt, injury or loss.

The history of mankind is written in the struggle for this freedom—this exemption.

And one of the highest moral obligations of a man is that he shall insure the safety of his home—of his family.

Can you accept the responsibility of having your wife—your children—without adequate protection?

Protect your home from the chance attacks of vicious criminals. Buy Savage protection insurance—the Savage automatic pistol.

Safe in the hands of the novice

Your wife or daughter—inexperienced though she may be—can handle the Savage automatic pistol with ease and confidence.

Safe—because it will not discharge accidentally.

Safe—because a touch or a look tells whether it is loaded or empty.

Safe—but easy to hold and easy to aim.

The Savage automatic pistol is characterized by the same superiority in material and workmanship on which the Savage rifles and repeating shotguns have built their reputation. Ask at your dealer's or request catalog. Address:

SAVAGE ARMS CORPORATION
Departments 00, Union, N. Y.

*Owners and operators of the
J. Stevens Arms Company, Executive and Export Offices:
30 Church Street, New York*

SAVAGE

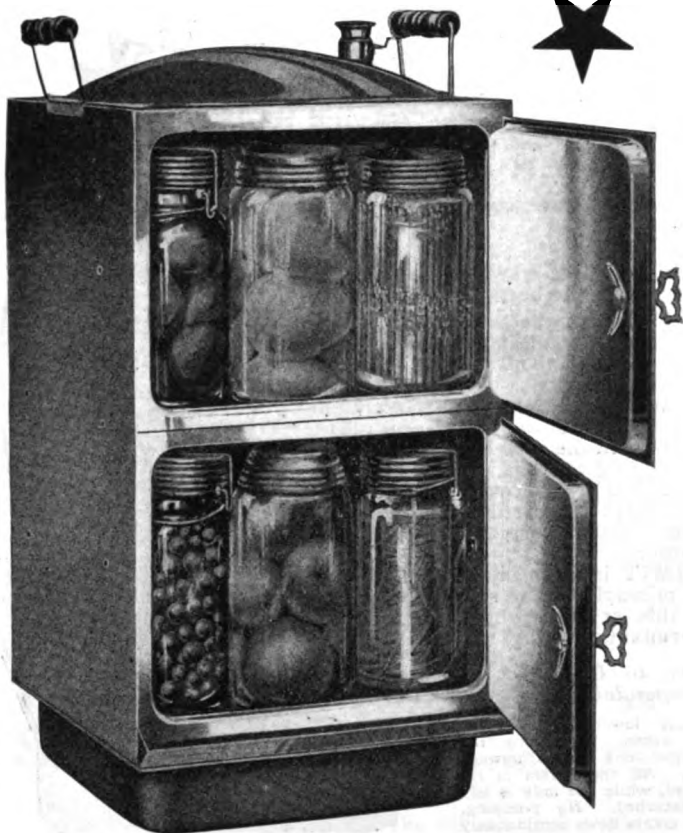
Take advantage of the advertising drive that we are making on Savage Automatic Pistols

Reduced reproduction of our April consumer advertisement on pistols.

Atlantic Monthly
The Century Magazine
Harper's Magazine
Review of Reviews
Scribner's Magazine
World's Work

SAVAGE-STEVENS

Say you saw it in GOOD HARDWARE



Down Goes the Price

on CONSERVO—all sizes. Price reduction, plus maintenance of quality, backed by our tested sales plan, means bigger sales and profits than ever for dealers.

CONSERVO cooks, cans, by energized steam. Cans 14 quart jars all at once, or cooks entire meal. Either job done over one burner.

Popularity spreading rapidly. An amazing sales-producer. We advertise locally at no expense to you.

Write quick for big Tested Sales Plan, explaining how we help dealers make quick sales.

THE TOLEDO COOKER COMPANY
TOLEDO, OHIO

Manufacturers of the Toledo Fireless Cookstove, Ideal Aluminum Ware, Conservo Steam Cooker and Ideal Food Conveyor for Institutions.

CONSERVO

STEAM COOKER

Skimit

KITCHEN CREAM SEPARATOR

There are three ways of removing the cream from the bottle of milk.

POURING is the usual method. As soon as the bottle is tipped, the milk, being heavier than the cream, flows out with the cream, giving whole milk and not cream. It is absolutely impossible to pour anywhere near all the cream from the milk bottle without the intermixing of milk.

DIPPING is employed in a small way. This method is tedious, messy and never satisfactory. It is rarely practiced.

SKIMIT is scientifically designed, on the principle of the siphon, to remove all this cream without the slightest intermixing of milk.

*Easy to Use—
Dependable*

Simply lower **SKIMIT** to the cream line, give the plunger one quick upward pull. All the cream is removed, while the milk is left undisturbed. No pumping. The cream flows continuously until all is removed.

*Skimit is
Nationally Advertised*

Skimit has become widely known through national advertising in a number of the leading women's publications. Retails at \$1. Order direct from this ad.

**SKIMIT MANUFACTURING CO., OSKALOOSA, IOWA.
316 HIGH AVENUE**



SKIMIT MFG. CO.,
Oskaloosa, Iowa.

Please ship me one carton (12 Skimits) with a quantity of advertising folders. Price \$7.92 the carton. (Retails for \$12).

Name

City..... Street.....

Say you saw it in **GOOD HARDWARE**



*Used through
courtesy of
Syracuse Herald*

Favorites, both

Jackie Coogan and a Sherwood Spring Coaster

Let any regular fellow feel the billowy action of those SHOCK-ABSORBING SPRINGS—the accelerating impulse of those GRIT-PROOF BEARINGS—the smooth noiseless glide of RUBBER TIRES—backed by the assurance of safety and durability of RIVET-ED STEEL WHEELS and FRAME—and it's a sale nine times out of ten.

**Send a trial order to your jobber now and see the difference
in your sales.**

Sherwood Bros. Mfg. Co., Inc., Canastota, N. Y.

SHERWOOD

SPRING COASTER WAGONS

Say you saw it in GOOD HARDWARE

Dealers: **INVEST** in the

Save the Surface Campaign

HARD-HEADED business men of the Paint and Varnish Industry are putting their good money into the Save the Surface Campaign because they are getting more out of it than they put in. Its results—increased sales and increased profits, all the way from raw materials to the saved surfaces of property—speak for themselves.

Paint and varnish manufacturers, jobbers, dealers and master painters all have the opportunity of participating in this sound business proposition on a proper and fair basis. You, as a retail dealer, are asked to base your investment on your previous year's sales (of products used for paint and varnish purposes) as follows:

On sales below \$2,500, you invest.....	\$ 5.00
On sales of \$2,500 to \$5,000, you invest....	10.00
On sales of \$5,000 to \$7,500, you invest....	15.00
On sales of \$7,500 to \$10,000, you invest...	20.00
On sales over \$10,000, you invest.....	25.00

This is fair for everybody.

Hang this on your wall

It will identify your store as "Save the Surface Headquarters" in your Community



Each investor will be furnished with

- 1—An investment Certificate indicating that he is a member of the Save the Surface movement.
- 2—Proofs of the "Save the Surface" advertisements one month in advance of their appearance in the national magazines.
- 3—A "Save the Surface" Bulletin Board for displaying these advertisements.

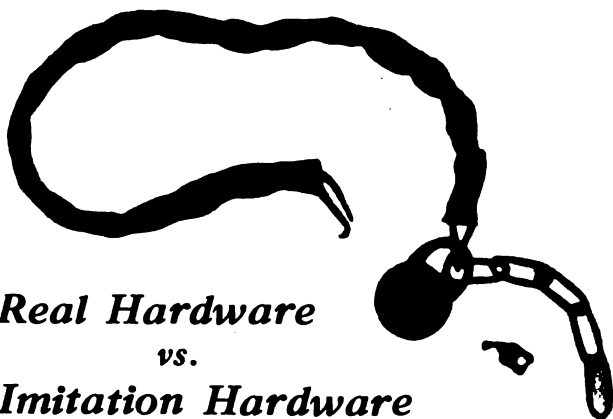
Mail your check today to George B. Heckel, Trustee, Save the Surface Campaign, The Bourse, Philadelphia.

**SAVE THE SURFACE
CAMPAIGN**

The Bourse, Philadelphia

Make 1922 the Greatest Paint and Varnish Year

Say you saw it in **GOOD HARDWARE**



Real Hardware

vs.

Imitation Hardware

This rusty, useless lock was new and shiny in its imitation way nine months ago. The dealer sold it on price—and has now lost a customer. Let the customer tell it:

After midnight. Cold and rainy. Half way home—a flat tire. Padlock on spare tires *rusted shut*. A mechanic roused out of bed to saw the chain to get at a spare. Hardware dealer had saved me 25 cents by telling me dipped lock was “good enough.” Stood or walked in cold rain an hour, lost sleep, paid mechanic \$3 to saw chain—and the next day bought a *real* Brass lock at *another* store.

Every time you permit a customer to leave your store with a dipped product you run the risk of losing his trade. An all-Brass article will not rust, and the satisfaction it gives means other business for the dealer who advises his customers to buy only real Brass.

Why not tell your customers that Brass is cheaper because they pay for it only ONCE?

COPPER AND BRASS

RESEARCH ASSOCIATION

25 Broadway, New York

Say you saw it in GOOD HARDWARE

**\$3,000
Extra Profit in
Six Months**

**Larger
Heating Contractors—
ATTENTION!**

TO the larger heating firms which have felt that they can't afford to handle small heating jobs, we ask this question:

What is the greatest factor to big profits—the size of the job or *quick turnover* on your money?

Read what the JONES-KINN ENGINEERING COMPANY says about ARCOLA:

"We are entirely satisfied with the percentage of profit secured with ARCOLA compared with the average run of steam and hot-water work."

"In six months we sold and installed 36 ARCOLA outfits at a larger average per cent of profit than on bigger jobs."

"ARCOLA has increased our total business about 25%. We expect it to increase as each ARCOLA installed is its own best advertiser in its neighborhood."

An ARCOLA with American Radiators and piping can easily be installed by a fitter and helper in three days. In three days you are ready to collect your profit. Your turnover is rapid—your profit is big.

Would \$3,000 extra profit, and more, in six months be a help to your business?



"This ARCOLA has paid for itself many times over. It has saved the JONES-KINN ENGINEERING COMPANY of Lima, Ohio lots of coal and it has sold many customers who have seen it in operation."

AMERICAN RADIATOR COMPANY

IDEAL Boilers and AMERICAN Radiators for every heating need

**104 West 42nd Street
New York**

Dept. 104

**816 So. Michigan Ave.
Chicago**

Three Factories

Main Office: Toledo, O.



The American National Company

"American" Stability



Leadership in design—careful selection of materials—completeness to the finest detail are the things that make the "American" Line the choice of consumers everywhere. "American" vehicles are all equipped with large, corrugated, non-skid tires, illustrated below. Ball-bearings, tubular frames and pneumatic tires are distinctive "American" models.

THE
American
LINE
THE LINE BEAUTIFUL

"Nationally Advertised"

KNOWN AROUND THE WORLD

A Line that Sells and Stays Sold

A National Campaign of advertising is selling the buying public on "American" superiorities—Dealers already know them. The Line includes:

Juvenile Autos, Velocipedes, Hand Cars, Tricycles, Coaster Wagons, Doll Cabs, Juvenile Bicycles, Baby Vehicles

Catalog
and Prices
on request.



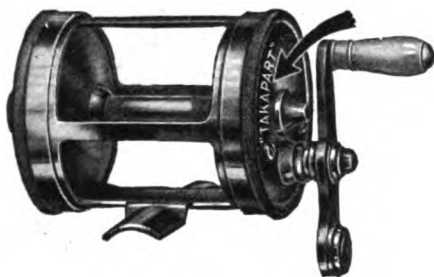
Cross section view showing the large, corrugated, non-skid rubber tires.



"See 'American' Line First—Sells Itself"

Say you saw it in **GOOD HARDWARE**

Real Profits
for
Reel Salesmen
with
MEISSELBACH
"Fishing Reels of Quality"



"Takapart" *"Rainbow"* *"Triton"*
"Tripart" *"Neptune"* *"Surf"*

Reels which are popular in price, in construction, and by reputation. Display cards and other helps free on request. We are behind you with an advertising campaign of national scope. Order now from your distributor.

A. F. MEISSELBACH MFG. CO., Inc.

Otto Heineman, Pres.

25 West 45th Street

New York City

Say you saw it in GOOD HARDWARE

HAVE YOU ORDERED?



MILLIONS of women are reading Climax newspaper and billboard advertising this spring — and are buying Climax Cleaner.

Are *you* selling it?

The Climax Cleaner Mfg. Co.
Cleveland

Say you saw it in GOOD HARDWARE



Give your Customers
**CADILLAC
 NAP
 INSURANCE**

There is a demand for a machine which cleans economically without injury to the nap. You can supply this demand with the CADILLAC.

The CADILLAC does not injure the nap. We can prove it to you and you can prove it to your customers.

The most economical vacuum cleaner made is the one which gets all the dirt, both surface and imbedded, but leaves the nap intact.

The CADILLAC is the answer.

Get into line and become a CADILLAC dealer now.



Watch for these advertisements in your newspapers and your trade papers and write for our new business building co-operative sales plan.



Approved by
 Good Housekeeping
 Institute

CLEMENTS MFG. CO.

610 Fulton Street, CHICAGO

CANADIAN OFFICE: 78 Duchess St., Toronto, Ont.

Say you saw it in GOOD HARDWARE

"Caps Them All"



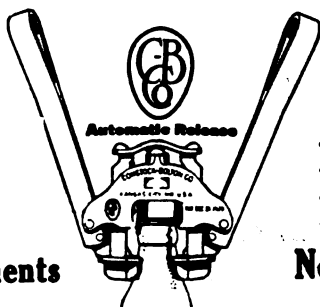
Fits Any Size Bottle

No adjustments are needed to cap any size bottle with the "C-B Co" Bottle Capper. Automatic plunger saves time by releasing the bottle after capping. Indispensable for bottling any liquid or semi-liquid requiring an air tight seal.

DEALERS—Get a stock from your jobber if you haven't one already and fill the growing demand.

COMSTOCK-BOLTON COMPANY

KANSAS CITY, MO.



No Keys
No Springs
No Adjustments

No Blocks
No Stands
No Castings

Say you saw it in GOOD HARDWARE

How to Double Your Electrical Specialties Business

Good Hardware merchants all over the country are rapidly increasing their electric specialties business by featuring Star Electrical products. This is, without doubt, the fastest selling family of electrical products in America. Everyone the best that can be produced—at a price which knows no competition! Make a clean-up this Spring on Star Electrical Fans. They are going big everywhere!

STAR Electrical Sales Leaders

- Star Electric Fans—2 Models to retail at \$10.
- Star Reversible type Toaster—Retail at \$5 complete. Breaking all sales records.
- The famous \$5 Star Electric Massage Vibrator. Still the leader.
- The \$12.50 Motor Driven Vibrator.
- Star Electric Heaters. 2 Models. One at \$5. One at \$9.
- The Star Electric Hair Dryer. Retail complete for \$12.50.
- The Star Electric Heating Pad. Retail complete for \$10.
- Star Violet Rays. 3 Models. \$12.50—\$25—\$50.

All Manufactured and Backed by
FITZGERALD MFG. COMPANY
TORRINGTON, CONN.

Say you saw it in GOOD HARDWARE

Polar Cub

ELECTRIC FANS



MODEL G., 6 inch—Retails at \$5



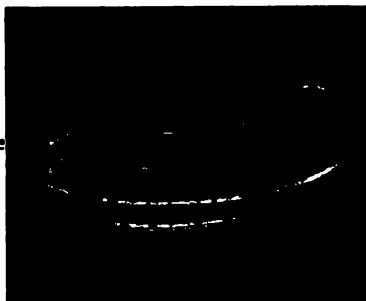
MODEL G., 8 inch—Retails at \$7.50

Summer is on its way and from all indications here it bids fair to be a "scorching." Already we are opening our windows, taking off our coats, and preparing for a typical Polar Cub season—the kind that brings beads of perspiration to millions of folks all over the country and prosperity to those dealers who have seen it coming and have prepared. Don't let the beads of perspiration on your brow this Summer be tinged with regret. Have them beads of joy with a good supply of Polar Cubs to make your Summer not only cool but profitable as well.

*Send for Catalog C 2
Today*

THE A. C. GILBERT COMPANY
430 BLATCHLEY AVE. NEW HAVEN, CONN.

Say you saw it in GOOD HARDWARE



*One of the
Pyrex
Hundred*

*Covered oval
2-piece
baking dish*

The Passing of the "Ragtime" Kitchen

A WOMAN said her cook made so much noise with pots and pans that she couldn't hear herself think.

That gave a dealer a selling idea, and he advertised the "Silent Kitchen" with Pyrex. Some thought, that!

The ending of the Ragtime rattle, clatter and bang in the kitchen is enough itself to sell Pyrex to a nervous woman, without saying anything about the improvement of food, the saving of labor, and the beauty of Pyrex on the table.

PYREX

The Original Transparent Ovenware

Don't forget also that Pyrex Prices are now back to 1918 standards and that the 50 new Designs gives the woman who thinks she has enough an entirely new interest in Pyrex.

Pyrex Sales Division
Corning Glass Works
CORNING, N. Y.



Say you saw it in GOOD HARDWARE

What are you doing to meet the insistent demand for tools for capping bottles?

Bottle Cappers sell these days, lots of people are putting all kinds of stuff into bottles; root beer, grape juice, fruit juices,

PATENTED OCT. 19, 1920

Dealers are
Warned to
Beware of
Infringements

ketchup and so on and a fish line tied over the top of a cork isn't a very efficient seal; so folks are looking around for something better and here it is.



THE *Everedy* BOTTLE CAPPER

This is No. 3

Everedy
Capper

for home use; caps all sized bottles, uses "Crown" metal caps, that can be purchased anywhere. It is sturdy, simple, anyone can use it; there are no springs to get out of order, no screws to adjust for every bottle, no adjustments to slip, no bottle breakage, seals every bottle absolutely air tight, sells at an interesting price and carries an unusually good profit. Stock in a half a dozen or so.

Get them from
your Jobber

keep them in sight, they'll sell, and you will find it a worth-while proposition. If your jobber hasn't them, or is not disposed to get them for you, send us your order direct; we'll see to it that you do get them, and in a hurry.

Get in on this, now, be the first in your town to handle them, beat the others to it, get the fat of the business while the getting is good.

The Everedy Bottle Capper Co.
Frederick, Maryland, U. S. A.

Say you saw it in GOOD HARDWARE

Mending Time is Here Again



THIS is the time of year when folks usually take a sort of inventory of their leaky cooking utensils, boilers, radiators, pails, etc.

Too often, much of this is destroyed because soldering bills run too high. Sell them Hercules "Cold Soder," guaranteed to mend every metal leak permanently without the use of heat, acid or tools.

From your jobber secure the Hercules carton of 24 tubes retailing at 25c each. Display the carton on your counter. You'll be ordering more soon, if you do.

Ask your jobber NOW.

HERCULES PRODUCTS CO.

COUNCIL BLUFFS, IOWA

Eastern Sales Representative { JNO. H. GRAHAM & CO.
113 Chambers St., New York

HERCULES

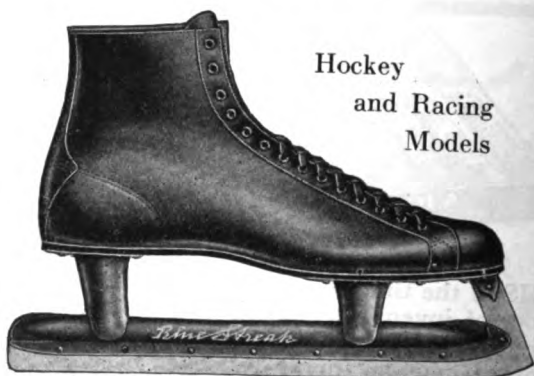
Cold Soder

Say you saw it in GOOD HARDWARE

SPALDING

Blue Streak

Tube Skate and Shoe Combination



Patented January 28, 1919; March 4, 1919

New reinforced construction in the upright supports (patented) make these tubular skates unbreakable under the severest strain.

A. G. Spalding & Bros. are the only manufacturers in the world who make both skates and shoes in their own factories. It is easy to understand, therefore, why this coordination of manufacture results in a perfect combination—which naturally means general satisfaction to the wearer.

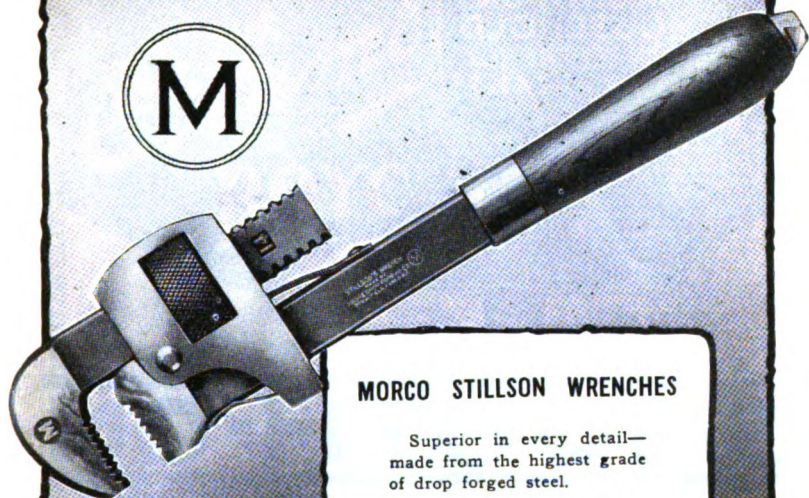
A. G. Spalding & Bros.

NEW YORK
126 Nassau Street

CHICAGO
211 South State Street

And all principal cities of the United States and Canada

Say you saw it in GOOD HARDWARE



MORCO STILLSON WRENCHES

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

**MOORE DROP FORGING
COMPANY**

SPRINGFIELD, MASS.

MORCO

STILLSON WRENCHES

Say you saw it in GOOD HARDWARE



Smooth-On Iron Cement No. 1 costs you \$2.70 for a carton of 6-oz. cans, 12 to a carton—retails for \$3.60. Also sold in 1 lb., 5 lb. and larger sizes.

SMOOTH-ON

Repairs leaks in kitchen utensils—also cracks, leaks or breaks in furnaces, pipe lines, boilers, waterjackets and automobile radiators.

National publicity has forced these facts home to the public in a way that will sell Smooth-On Iron Cement No. 1 with very little sales talk on your part or on the part of your clerks.

It's a known and tried product that offers a generous profit on every can sold.

Smooth-On comes in 6-oz. cans, packed 12 to a carton, ready to display on your counter. Your jobber can supply you.

Write for information regarding our dealer proposition on this product.

SMOOTH-ON MFG. CO.

Dept. 18D

570-574 Communipaw Avenue, Jersey City, N. J., U. S. A.

COUPON

Smooth-On Mfg. Co. Dept. 18D
Jersey City, N. J.

Please send me at once 1 carton of Smooth-On No. 1, 6-oz. size, price \$2.70.

My Name

Address

City State

Jobber's Name

City.....

SMOOTH-ON No. 1

may be used
on

IRON

STEEL

BRASS

COPPER

ALUMINUM

WOOD

Etc.



Say you saw it in GOOD HARDWARE

"Standard of the World"

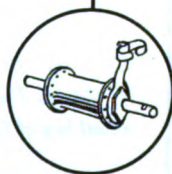
Columbia Ball-Bearing "BOYCYCLE"

TRADE MARK

Regular Bicycle Features

Tubular Steel Bicycle Frames.
Bicycle Enamel ("Redient") Finish.
Ball-Bearing Wheels.
Tangent Bicycle Spokes with Nipples.
Ball-Bearing (Rat-Trap) Pedals with Rubber Treads.
1 Inch Cushion Rubber Tires.
Bicycle Handle Bars and Posts.
Heavy Rubber (Barrel) Grips.
Bicycle Spring Saddle.
Nickel-Plated Trimmings.

with
"New
Departure"
Coaster
Brake



OUR CATALOG

shows other High-Grade "Columbia Cycles," "GIRLCYCLES," "PEDI-CYCLES," "PEDI-CARS," "CYCLETS," ETC.

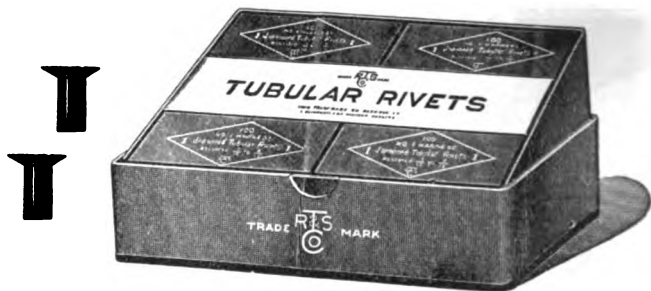
Prices and terms cheerfully sent on request.
Please state the name of your jobber.

STEINFELD BROS., 116-120 W. 32d St., New York

Sole Distributors of the "Columbia" Juvenile Line

Say you saw it in GOOD HARDWARE

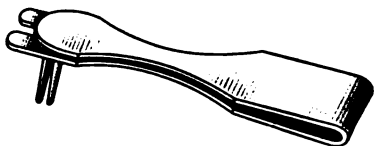
QUALITY PRODUCTS FOR DISCRIMINATING DEALERS



The Standard for Fifty Years

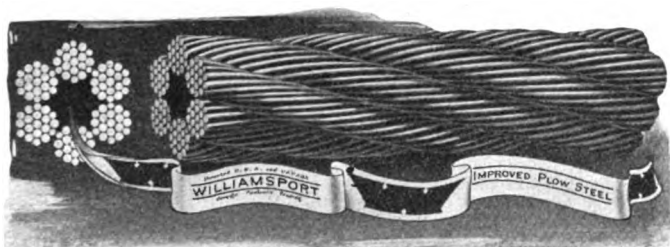
*Buy for Quality and
you buy for Economy*

*Hand Tool in each
small box of Clinch Rivets*



Tubular Rivet & Stud Company
Boston, Massachusetts

Say you saw it in GOOD HARDWARE



Every Hardware Dealer WHO HANDLES MANILA ROPE SHOULD HANDLE WIRE ROPE

We can show you where you can profitably add this line to your stock without materially increasing your overhead.

Nearly every community has some use for wire rope. This business belongs to you, and we will help you get it.

Write us for information and prices.

Let us explain to you the many advantages of the new Patented Telfax Tape which is a positive identification of each grade of Williamport Wire Rope.

The only Wire Rope with this protection.

WILLIAMSPORT WIRE ROPE COMPANY

"Accepted as the Best"

Main Office and Works:
WILLIAMSPORT, PA.

General Sales Office:
People's Gas Building CHICAGO, ILL.

Say you saw it in GOOD HARDWARE

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanized pipe and has 125 ft. of soft, smooth, steel galvanized wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts with arms and wire. Easily and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



Raises 9 ft. high
for Drying



Lowers to 4
feet for
Loading

Little Giant Clothes Reels are ORNAMENTS, not EYESORES. Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company

222 Rock Street

Mankato, Minn., U. S. A.

Established 1876

A National Institution

On the Atlantic seaboard, on the Pacific coast, in the Great Lakes district and the Gulf territory—as well as in all sections between those points, there is a demand for Witt Corrugated Ash Cans and Garbage Pails.

This widespread distribution and general demand give Witt Corrugated Ash Cans and Garbage Pails a National prominence.



Heavy sheet steel, corrugated for extra rigidity and strength, reinforced by heavy iron bands and finished by the hot dip Galvanizing process which seals all seams better than solder which is not needed—thus the Witt Yellow Label product is made.

Your Jobber can supply you.

The Witt Cornice Co.

Cincinnati, Ohio

Also makers of the lighter weight Brighton line of Cans and Pails. Write for quotations.

Say you saw it in GOOD HARDWARE

Are you ready for the spring trade?

"Nox-All"
TRADE MARK

**GRASS
CATCHERS**

for

Lawn Mowers



Manufactured for the JOBBING TRADE

by

**TEXTILE PRODUCTS MFG. CO.
ST. LOUIS, MO.**

Write us if your Jobber does not keep you supplied

**Keeps Your
Dollars Turning**

A million homes already use the Comfort Iron—a million more are ready to buy. It's a time-proved, sure-fire seller! Stock it!

More families than ever before are doing their own washing and ironing. "Comfort" sales are increasing daily.

The price is right. You get a good profit.

Comfort Irons save miles of steps, cost less to operate and heat as they iron.

Warm days—time for quick sales—draw near. Get our introductory offer. Electrotypes free. We pay for first ad in your local paper.

Ask your jobber.

**NATIONAL STAMPING
and ELECTRIC WORKS
Chicago, Ill.**

**Heats Itself
Sells Itself**



**Heats While
It Irons**

**"COMFORT"
Self-Heating
IRON**

PENBERTHY Washing Machine Drainer



The Penberthy Faucet Adapter converts smooth faucet into threaded faucet for attaching the drainer.

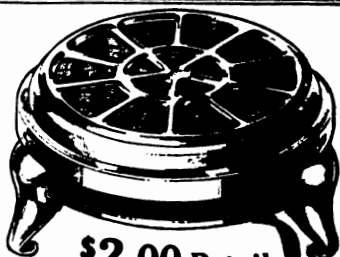
A Labor Saving Device for emptying and filling the machine, tub or boiler, thereby saving all the labor of lifting heavy pails. Simply attach to threaded faucet and city water pressure draws the water from any receptacle 2 to 20 feet below the faucet. *A Splendid Profit to the Dealer.* Send for circular and our Proposition to Dealers.

Penberthy Injector Co.
Detroit, Mich. Windsor, Ont.

Liberty HOT PLATE

(Patents Pending)

Will put your
**Electrical
Department**
on the map



\$2.00 Retail

This full-size, sturdy attractive hot plate combines all the elements for turning quick profits and building a substantial electrical appliance business. Over 100,000 in use. Showing it sells it. We supply attractive material for making sales promoting displays.

Retail price West of the Rockies, \$2.50

Sold only through jobbers. If not obtainable at yours, write us and we will see that you are supplied.

The Liberty Gauge & Instrument Co.
(Electrical Division)

6545 Carnegie Ave., Cleveland, O.

Eleven Points of Superiority

1. Beautifully nicholed. It is the best made, best looking, best wearing hot plate on the market at the price.
2. Long heating element gives large radiating surface. Easily renewable.
3. Strong, beautiful single-piece, full nicholed grille.
4. Three extra strong corner legs cannot injure delicate surfaces.
5. Joints tight, clean and sanitary. No sharp corners.
6. Thick asbestos pad retains heat and reflects it upward.
7. Nicholed bottom plate increases strength and protects surface underneath.
8. Six feet of heavy black double extension cord.
9. Standard two-piece plug fits any lamp or lamp socket.
10. Cord is secured to bottom plate with pressed lava insulator.
11. Name "Liberty Hot Plate" stamped on under side is your guarantee. Look for it.

Say you saw it in GOOD HARDWARE



ALL BEAVER

Cord Sets are standard, i.e., one end fits all electrical appliances (irons, etc.) while the other end fits all outlets.

Each Cord Set is individually packed in an attractive carton ready to hand the customer.

Don't let these easy profits get away from you.

Every item on the Cord Set is approved by the Underwriters.

Order now from your jobber or write us direct if necessary. Ask for literature on different types of Cord Sets, and on our Hardware Dealers' Combination Package.

BEAVER MACHINE & TOOL COMPANY, Inc.

Factory: Newark, New Jersey
Sales Office: 50 Church St., N. Y. City

BEAVER

The Switch Without a Hitch



HOW EASY

—TO SELL THE FREEZER THAT MAKES ICE CREAM WITHOUT CRANKING!

WOMEN can now make ice cream without back-breaking work. Dealers can make money out of the improved freezer that does it, the Auto Vacuum. The Auto Vacuum Freezer makes perfectly smooth ice cream in 45 minutes, with no labor, and uses much less ice. It is a white enameled container, light in weight, easy to keep clean. Its advantages are so obvious that it literally SELLS ITSELF.

In three sizes—1, 2 and 4 quart. Packed in individual boxes ready for re-selling. Get in a stock from your jobber now, and be ready for the demand that is surely coming.

Nationally Advertised

Auto Vacuum Freezer Co., Inc.
220 W. 42nd St., New York, N. Y.



Say you saw it in **GOOD HARDWARE**

6 REASONS *Read 'em!*

WHY EVERY STOVOIL DEALER IS A BOOSTER

- 1 Because Stovoil sells at an attractive price.
- 2 Because it gives dealers a liberal profit.
- 3 Because it turns over rapidly.
- 4 Because it pulls "repeat" orders.
- 5 Because it is nationally advertised.
- 6 Because Stovoil is backed by real factory co-operation.

NOW, THEN—

If you are not stocking and selling Stovoil, it's high time you did. If not, it's a ten-to-one shot you're losing dollars of clean-cut profit every week.

Stovoil is a quick, sure enemy of rust; women everywhere know it is the only preparation in existence that successfully fights rust. Over 90% of all operating gas companies use and recommend it. And Stovoil has been approved by every domestic science laboratory to which it has been submitted.

Get in line with profit—write us now, TODAY—for full details on Stovoil. Like thousands of other enthusiastic hardware dealers, you'll be mighty glad you did.

Tom Tap

SUPERIOR LABORATORIES

Dept. 501
Grand Rapids, Mich.



THE ENEMY OF RUST

ALLEN SODERING FLUX

Hardware Dealers Electrical Dealers

Here is a flux that does more than cause *Soder to stick to metal*—it makes your customers stick to you.

To induce the *Dealer* to place with us a trial order we make this

SPECIAL OFFER

- 1 Allen Sodering Stick
 - 1/2 pound Allen Sodering Salts
 - 1 can Allen Sodering Paste
 - 1 bar Allen Aluminum Flux
- Non-Corrosive—Guaranteed

All for \$1.00

Postpaid

Send your order for this special offer,
and ask for Dealers'
Prices and Discounts

L. B. ALLEN CO.

INC.

4565 N. Lincoln St., Chicago, Ill.

The World's
Largest Manu-
facturer of
Sodering Flux



Say you saw it in GOOD HARDWARE

TRADE MARK Red Devil Tools

Popular Selling Nail Pullers Since 1872

GIANT Nail Pullers have been giving a good account of themselves since they were born—in 1872, the first pullers ever made. They were awarded the first prize at Sydney, Australia, Chicago, Ill., and Pan-American, Buffalo, New York, Expositions.

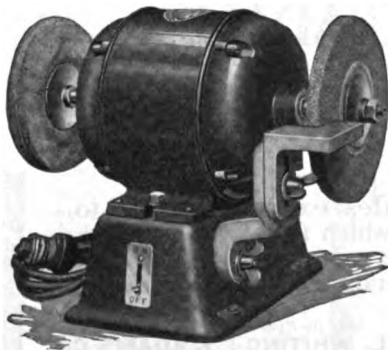
The many distinctive features and improvements in the "Giant," suggested by long experience, have made it the most popular selling tool today. Jaws open by gravity; weight is at end of short jaw. No springs, no pinching, no rolling—has three parts only—nothing to get out of order.

Every good dealer will find it to his advantage to sell the Giant Nail Puller. Ask for circular and trade prices.

SMITH & HEMENWAY CO., Inc.
251 Broadway New York, N. Y.



This \$50.00 Electric \$25.00 Grinder and Buff



Other manufacturers ask \$50.00 to \$65.00 for machines with smaller wheels. Our price enables you to double your money or more, at regular prices, or to make a "drive" at \$35.00 or \$40.00 that will bring you an instant demand from hotels, restaurants, machine shops, garages, service stations as well as from car owners and other "home tinkers."

Machine has $\frac{1}{4}$ hp. Marathon OK motor, single phase, totally enclosed, dust-proof—110 or 220 volts, 60 cycles; operating at 1740 rpm.—just the right speed for best work without danger of burning.

Has 6 in. Norton No. 60 abrasive wheel and 7 in. Hanson & VanWinkle cotton buff. Send cash with order; or we will ship C.O.D. if preferred.

MARATHON ELECTRIC MFG. COMPANY
33 ISLAND STREET WAUSAU, WISCONSIN

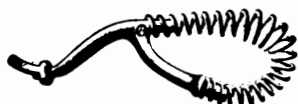
Say you saw it in GOOD HARDWARE

In Addition to Dampers and Lid Lifters



We manufacture a complete line of good profit-paying hardware accessories.

The Damper illustrated above is only one of the many types we offer. All are specially designed to give long satisfying service.



Our Lid Lifters, too, are made in all wanted lengths and finishes. The type illustrated is of modern construction and retails at a very attractive price.

*Send for our catalog
and price lists.*

Arcade Mfg. Company, Freeport, Ill.

Whether kneeling or standing users get perfect
results from

WHITING-ADAMS BRUSHES



Made of bristles exactly adapted to
the purposes for which they are intended.
Securely held in ferrules by methods which
insure against shedding of bristles or failure.

Send for Illustrated Literature

JOHN L. WHITING-J. J. ADAMS CO.
Boston, U.S.A.

Brush Manufacturers for Over 112 Years and the
Largest in the World



Say you saw it in GOOD HARDWARE

Quikwerk
TOOLS

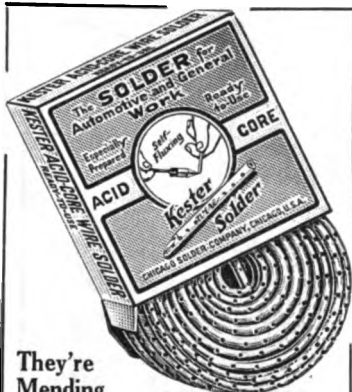
CROW BARS



QUIKWERK Tools are known everywhere for splendid service. That's because they do not merely do the work and stand the strain they ought to—but they generally outdo and outlast what any man has a right to expect of good tools.

Ask your Jobber for
Quikwerk Tools

**THE WARREN TOOL
& FORGE CO.**
264 GRISWOLD ST.
WARREN, O.



They're Mending Things Now—With Solder

Things that would have been discarded and replaced a year ago, are repaired now—that's the "thrift-time" spirit.

More solder is needed to mend the pots, pans, electrical appliances, tanks, and hundreds of things that are being fixed with solder. So the decrease in the sale of new merchandise can be partly made up for by increasing sale of—



Every sale of this handy, genuine tin-and-lead, Self-Fluxing Solder makes a permanent customer because Kester Solder does better work and eliminates separate, mussy flux and the time formerly wasted in applying it.

Try it without cost. Use it on your own work. Note how the scientifically prepared flux flows out of the pockets as the solder is melted off. Note the perfect bond, too—then you'll know why Kester Solder is in such great demand.

Remember it stocks two items in one—flux and solder, so it's easy to handle; easy to sell. Sold in one pound cartons and on one, five and ten pound spools.

CHICAGO SOLDER COMPANY
4213 Wrightwood Ave., Chicago

Direct Factory Representatives: The Faucette-Huston Co., Chattanooga, Tenn. Louis J. Zetsel Co., 216 Market St., San Francisco.

**Free
Trial Coupon**

CHICAGO SOLDER CO. GH 4-22.

Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

Name.....

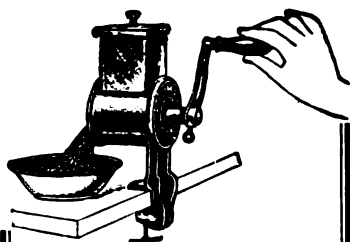
Company.....

Address.....

City..... State.....

Our Supply House.....

Say you saw it in **GOOD HARDWARE**



Every Kitchen Needs a CLIMAX Food Grater

GRATES any kind of food—potatoes, cheese, cocoanuts, pineapples, horseradish, stale bread, etc.

Sells well because it works well. Not a chopper or a grinder, but a real GRATER—turning the food into fine flakes.

*Order through your jobber.
Be sure to specify CLIMAX*

The Hamilton Metal Products Co.
222 N. B Street
HAMILTON, OHIO



And Now Auto-Wheel Wagons With Disc Wheels

Just a new development to help you sell Auto-Wheel Coasters and Auto-Wheel Convertible Roadsters to boys. Following are six Auto-Wheel advantages Auto-type Disc Wheels—steel or rubber tires; also spoke-wheels if desired.

Bessemer Process Roller Bearings (self-contained, non-friction).

1000 lb. carrying capacity.

Cold drawn steel axles.

Safety brake.

Hound Brace.

In addition boys are constantly helping you sell Auto-Wheel Coasters and Convertible Roadsters through their Auto-Wheel Clubs which we organize.

Order your supply of Auto-Wheel Wagons today, specifying the correct name to avoid substitution.

The Auto-Wheel Coaster Co. Inc.
Dept. O, No. Tonawanda, N.Y. 108 Chambers St., N.Y.C.
1007 Coca Cola Bldg., Kansas City, Mo.
214 Maritime Bldg., Seattle, Wash.
Monadnock Bldg., San Francisco, Calif.

Auto-Wheel



A Simple Twist of the Wrist

adjusts the bars in the Cranersac Curtain Stretchers and as no slotting is required, do not weaken the bars. These Curtain Stretchers have also the Patent Self-Squaring Hinge Braces, the Hump Guard Adjustable Pins which protect the fingers, coppered hardware parts and a middle leg on the easels. Your customers want the "Curtain Stretcher with Features."

EVAN L. REED MFG. CO.

125 Mill Street

Sterling, Ill.

ARE YOU TOO BUSY

to read your favorite hardware magazine during business hours?

Take it home with you and read it this evening.

GOOD HARDWARE is the only hardware magazine that's built

TO FIT YOUR POCKET

Say you saw it in GOOD HARDWARE

ALADDIN Thermalware Jar

**Keeps Food or Liquids Hot or Cold
HOLDS A FULL GALLON!**

Eight times as much as old style pint thermal bottles. 16 big cups of hot coffee or cold lemonade.

Four inch opening admits food in big pieces—fried chicken, baked beans, ice cream, etc.

Motorists, Fishermen, Hunters, Sportsmen, Housewives, Farmers, all welcome this bigger, better Thermal Jar.

Nationally advertised in Saturday Evening Post, Ladies' Home Journal and Outdoor Publications.

Order from your jobber, or write us direct.

Our New Thermalware Dish
Three-purpose—cooking, serving, heat-retaining. Keeps food hot during entire meal. Vacuum principle. Write for details.

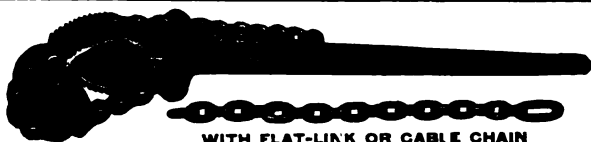
ALADDIN INDUSTRIES, Inc.

Dept. A

609 W. LAKE STREET, CHICAGO



RETAILS AT \$10.00



WITH FLAT-LINK OR CABLE CHAIN

TRIMO TOOLS

TALK No. 4

The range of sizes, the attention given to every detail in the manufacture, make TRIMO TOOLS superior in many respects.

The TRIMO CHAIN WRENCH, herewith illustrated, is made in 8 sizes.

Strength and durability is evident here as in all TRIMO tools. Note that the chain pocket is in the handle, so that the strain comes on the handle, not on the jaws. Mechanics favor the TRIMO for this outstanding feature.

Satisfied customers always come back. TRIMO TOOLS are a trade building line. You ought to stock them.

Further particulars regarding the entire TRIMO line of tools will be sent to any dealer writing to

THE TRIMONT MANUFACTURING CO.

Roxbury, Boston, Mass.

Say you saw it in GOOD HARDWARE



VENUS

Revolving Counter Stand

Takes only one foot of space and carries 1 dozen each of the 17 Venus black degrees and 1 dozen Venus copying.

The largest selling Quality pencil in the world

VENUS PENCILS

WE sell this VENUS display with 1½ gross assorted VENUS Pencils at a price which earns you \$8.10 on the first assortment and \$8.85 on each additional one.

What other item in your store can earn you more than 60% profit—so many times a year?

WRITE FOR SPECIAL OFFER

regarding this striking counter SALESMAN. Leading dealers everywhere are ordering it.

American Lead Pencil Co.
242 Fifth Ave. Dept. H New York

"GOLD MEDAL"

"GOLD MEDAL"



Concentrate on this Complete, Advertised Line

You need only one line of folding furniture to meet the demand. The "Gold Medal" line is complete, well made, has been favorably known for over 30 years, and is nationally advertised. Concentrate on "Gold Medal," the one known, standard line of folding furniture.

Inquiries from national advertising are referred to dealers. Is your name on our list?

Gold Medal Camp Furniture Mfg. Co.
1714 Packard Ave. Racine, Wis.

"GOLD MEDAL" FOLDING FURNITURE

TRADE MARK REG U.S. PAT. OFF.

"GOLD MEDAL"

"GOLD MEDAL"

Say you saw it in **GOOD HARDWARE**

A Timely Sales Maker

from the
famous
R. MURPHY
Enduring
Quality Line

R. Murphy



STAY SHARP

Pruning Knives

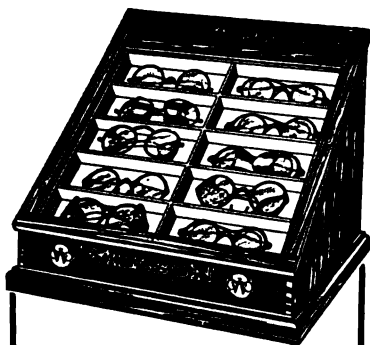
have the right shape, the right grip, the lasting keenness of specially tempered steel. They fit their purpose exactly — like all the other **R. MURPHY Stay Sharp Knives** for Special Purposes — the Standard of enduring quality for 72 years.

Send for Catalogue to Dept. G-4

R. Murphy's Sons Co.

AYER, MASS.

New York Sales Rooms
36 Warren Street



Campaign Now Started

*New Display Case
Assortment of Goggles*

Improved, mahogany-finish, glass-top cabinet and 30 assorted goggles with the preferred colored lenses. The goggles are all-year styles for protection against sunlight, dust or glare, and retail at 25c to \$1.50 each. Entire stock sells for \$30.75, pre-war values, and the case is yours. Refill stock obtainable any time.

**Case and Stock Now
\$17.60**

*If your jobber can't supply
you, write to us*

WILLSON GOGGLES, Inc.
Reading, Pa.



**WILLSON-
GOGGLES**

REG. U.S. PAT. OFF.

Say you saw it in **GOOD HARDWARE**

COOLER IRONING

Less Time—Less Work
and Less Expense



Royal

Self-Heating Iron A BIG SUMMER SELLER

Profit by offering your women customers the Royal Self-Heating Iron. As simple as the old style iron and twice as easy to work with. It does an average ironing for less than two cents and can be used anywhere—in the coolest room, on the porch, or out under the trees.

The Royal further pleases because it is the right size and weight for easy ironing and because the heat can be regulated to suit all requirements. Every Royal fully guaranteed.

Selling Helps Free to Dealers

Royal Lithographed Window Trim
Royal Lithographed Counter Displays
Royal Colored Movie Slides
Cuts for newspaper advertising
Circulars for store use
Royal Salesmanship Manual (32 pages)

*Above Selling Helps will be
mailed promptly to any
Royal Iron dealer on request.*

Royal Self-Heating Iron Co.
603 WAYNE ST. BIG PRAIRIE, OHIO



Motorists Buy This Clock at Sight

YOU can make this clock the best seller in your motor accessory line.

Nine out of ten motorists are anxious to buy a dependable radium-dial clock that is vibration-proof, theft-proof, easily attached, will not rust or tarnish—and is reasonable in price.

More than 75,000 cars have been equipped with Glowrite clocks in the past two years, and the demand is growing rapidly.

The Paramount, a trim silvered-dial motor clock without the radium-dial feature, sells for **\$3**

Full information mailed on request.
Prompt action starts profits your way.

J. F. MANSFIELD
11 Maiden Lane New York

Canadian Agents:
E. & A. Gunther Co., Ltd., Toronto

Prices in Canada
16.00 Glowrite 35.00 Paramount

MANSFIELD
MOTOR CLOCKS

Say you saw it in **GOOD HARDWARE**



The Genuine FAIRBANKS SCALE

500 Lb. Size

\$16¹⁵

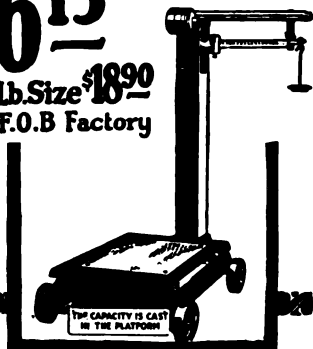
1000 Lb. Size **\$18⁹⁰**
Both F.O.B. Factory

Volume production makes these low prices possible. It's the time tried and proven Fairbanks Scale. You can tell the genuine by the world trade-mark. You've always wanted one. It will give you the accurate weight of everything you buy or sell or use. Steel to steel bearings—Arrow Tip Beam—Large Platform—Wide Wheels.

FAIRBANKS SCALES

CHICAGO NEW YORK
900 S. Wabash Ave. Broome & LaFayette Sts.

And forty other principal cities in the U. S.



"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of the trade.

GALVANOID is heavily electro-zincked *after* weaving by our modern process. Then a coating of transparent varnish is *baked* on. It is firm, durable and attractive—the *best* grade of galvanized cloth made. *Order through your jobber.*

We also make

"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, KOPNIK and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO. Chicago, Ill.

Factories: Chicago, Ill.; Mt. Wolf, Pa.

Say you saw it in GOOD HARDWARE

Notice
the third
pinion



Prevents
the wheel
from
slipping

No. 30

We are the *Originators and
Only Manufacturers of the*
**GENUINE DOVER
EGG BEATER**
Since 1857

Makers of
Dover Quality Ware
Since 1833
*Stamped - Pieced - Japanned
Tin Ware
Galvanized Quality Ware*
Dover Automotive Specialties

Dover Sanitary Sink Pail
WITH STRAINING COVER



Pat. Feb. 22, 1916

Send for
Catalog and Net
Price List

*"If your jobber does not handle,
write direct."*

**DOVER STAMPING
and MFG. COMPANY**

381 PUTNAM AVE.
CAMBRIDGE 39 MASS.

Garage & Barn Door Hardware "1080"

for folding, sliding doors



"1080" represents but one of many types of Allith-Prouty door hanger equipment. Each, suiting its own particular uses, reflects the same high degree of engineering skill in its design and conscientious workmanship in material and manufacture that has been built into all A-P Hanger Hardware, Light Hardware and Hardware Specialties for more than twenty years.

Reliable Door Hangers and Round Track for parallel sliding doors for barns, garages, warehouses, etc., are an especially satisfactory, fast moving line.

ALLITH-PROUTY CO.
Danville, Illinois

Send for Catalog 90
Today.



ALLITH-PROUTY
"Satisfaction in Hardware"



Sally Sweet
Is mighty handy
To test the heat
When you make
candy

Let Sally Sweet and her family help you sell thermometers. They will increase your sales—bring new faces into your store.

Sally Sweet, Dora Oven, Mrs. Spratt and Wee Willie Wilder are

WILDER STANDARD
COOKING THERMOMETERS

Tested and approved by Good House-keeping Institute and Priscilla Proving Plant. Each character is portrayed in color on its respective box. They make an excellent window display—they sell thermometers. The two dozen assortment costs \$16. Like all Wilder Thermometers they are accurate. Send for one assortment **WILDER-PIKE THERMOMETER CO.**
TROY, N. Y.

Say you saw it in **GOOD HARDWARE**



Re-orders Prove Its Profit Strength

ONCE a dealer gets the Slip-on Carton on his counter, the dimes drop in so fast that he soon wants another—and another. It's one of the liveliest little sellers in the trade.

SLIP-ON HANDLE PROTECTORS are easily attached to any coffee pot, tea-pot or percolator and effectually prevent handles from damage by scorching. Put up in self-selling cartons each containing three dozen individual boxes.

Endorsed by Good Housekeeping and Tribune Institutes

ORDER FROM
YOUR JOBBER

Young Specialty
Company

2220 Vliet
Street
Milwaukee,
Wis.



Just a Quick Profitable Seller

The PREMAX Handy 8 Wrench Set

Low Price
High Value
Big Profit

Ask us more about it.
It's selling big.

Niagara Metal Stamping
Corporation

Division G. Niagara Falls, N. Y.

QUICK-CLEAN-HANDY



BLACK JACK STOVE POLISH

House-cleaning time is Black Jack time

Check up now and see if your stock of **Black Jack Stove Polish**—(liquid and paste) is ample to take care of this month's demand.

Black Jack is the World's Champion all year 'round seller, but during housecleaning time it goes exceptionally fast.

Every month our national advertising tells hundreds of thousands of housewives that **Black Jack** is quick—clean—handy—fire-proof—long lasting—covered by a money-back guarantee.

That's one reason why it will pay you to concentrate on the **Black Jack** line.

If you're not handling **Black Jack** now, order today from your jobber. If he can't supply you write direct to us. Mail coupon below for price list and attractive display sign.

NICKEL PLATE STOVE
POLISH CO.

Chicago, Ill.

Tear Off and Mail Today

Nickel Plate Stove Polish Co.,
Chicago, Ill.

Send me without cost or obligation complete price list of Nickel Plate Products and **Black Jack Stove Polish Display Sign**.

Name

Street

City State

Jobber's Name

Say you saw it in **GOOD HARDWARE**

Elmira Solid Bow

Steel rakes, with 12, 14 and 16 curved teeth. Capped ferrule guaranteed against breakage.



Easy to Sell



Order from Your Jobber

CRONK & CARRIER MFG. CO.
Elmira, N. Y.

3 > /



Three
Times
Heating
Surface of
Others.

Twice
as
Thick.

Money
Back
if you
want it.

Write
Today
for
Facts
and
Prices

"BOILER PLATE" FURNACE CO.
2513 Heating Bldg., Minneapolis, Minn



ROBERTSON

Horseshoe

**MAGNET
HAMMERS**

**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

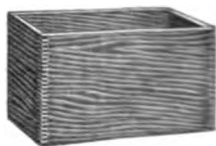
ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office

A Well Arranged Store Reduces Selling Costs

Keep your stock in perfect order
and always clean and fresh in



Green's Shelf Boxes

Neat, serviceable, low priced. In use in thousands of stores
throughout the country. Descriptive price list on request.

The A. H. Green Co., 105 Park Ave., New York

Say you saw it in **GOOD HARDWARE**

VAUGHAN'S No. 100B CAN OPENER



Has Genuine Tool Steel
Tempered Blade

**SOLD ALL
OVER
THE WORLD**

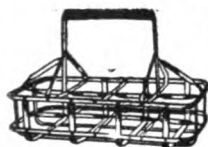
Sold by Jobbers or Direct

Spatula Knives, Ice Picks, Milk Cap Openers,
Bottle Openers, Key Chains, Bottle Cappers, etc.

Ask for
Catalog No. 20

VAUGHAN NOVELTY MFG. CO., 3213 Carroll Ave., CHICAGO

MILK BOTTLE CARRIERS



Well Made
Heavily
Galvanized

Made for
2-4-6-8-12
Bottles

THE JOHN P. SMITH CO.
493-501 State Street
NEW HAVEN - - - CONN.

EYELET TOOL CO.

Est. 1858 Makers of

Punches and Sets

(Plier Drive and Foot Power)

For Leather, Cloth, and Metal,
Accessories, Poultry Markers
(Cypher's Perfect); Tubes; and
Dies, Eyelets, etc.

If not in our Booklet, let us make it
BOSTON 27, MASS.

Take Advantage of This
Opportunity!

SALE

of desirable surplus stocks
Consisting of

WINDOW GLASS	NEUTRAL BLANC
PLATE GLASS	FIXE
WIRE GLASS	GRAPHITE
RUBBER HOSE	LUBRICATING OILS
METALLIC HOSE	AND GREASE
SODA ASH	SCOURING SOAP
CHEMICALS	R. R. FLAGS AND
VARNISHES	BUNTING
FLOOR DRESSING	COTTON CANVAS
CEMENT	MILLWORK:
RED LEAD IN OIL	DOORS, SASH, Etc.
WHITE ZINC	
PAINTS, DRY AND IN OIL	

All Material is unused and in
good condition

Write for Circular No. 1473, advertising these supplies for sale and containing detailed description and terms of sale. Bids under this Circular will be opened April 14th.

Also ask for information concerning numerous other desirable items of surplus stocks in the Canal Zone which will be offered for sale in the near future. Address inquiries to the

General Purchasing Officer,
THE PANAMA CANAL,
Washington. D. C.

WHY NOT TRY



ASK YOUR JOBBER FOR IT

THE JOBBERS' MFG. CO.

WEBSTER BLDG.

CHICAGO

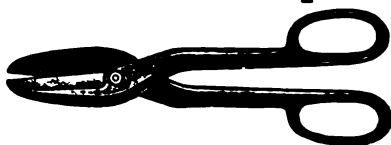
Say you saw it in **GOOD HARDWARE**

Household Tinner's' Snip

Fast, clean-cutting shears.
Clipper Shears are of that
kind.

Write for prices.

50 popular selling hardware
articles.



THE CLIPPER TOOL CO.

Buffalo, N. Y.

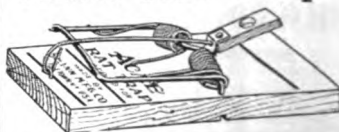
The Dicks All-Steel BOTTLE CAPPER



With all good points to sell it.
Strong Ridged; Light Weight;
3 lbs. Complete; Rubber Pad;
Caps All Sizes; Detachable Handle;
Base Plate and Wood Base;
Assembled by Two Screws; Each
Packed Separate; Saves Shelf
Room and Wrapping. **\$1.50**
Retail for.....
Liberal Discounts in Quantities.
Write your jobber or manufacturers.

Dicks Stamping Co., Inc.
Buffalo New York

Acme Rat Trap



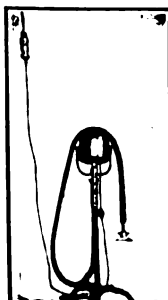
Heavy wires and an improved spring
make the Acme the best selling trap
on the market.

SHANN MFG. CO.
Middletown, N. Y.

What happened—

when the boilers in the
contest picture landed?

See the Contest Announcement, Page 24



The Gillette Electric Clipper

is invaluable for clipping, grooming and
shearing. It does the work in 1/6th of the
time it takes to do it by hand.

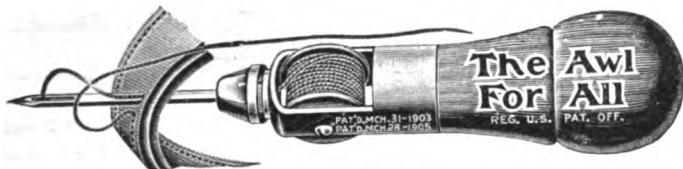
IT SAVES TIME, MONEY and WORK

A price list showing our different kinds of
hand and power machines and clippers will
be sent on request.

Gillette Model 1922 **Gillette Clipping Machine Co.**
127 West 31st St., New York City

Say you saw it in **GOOD HARDWARE**

MYERS' Wonderful SEWING AWL for ALL



A pocket sewing machine for \$1.00. The world's greatest sewing device. Sews everything heavy or light. A complete repair shop in itself. Sews harness, shoes, awnings, saddles, blankets, auto and buggy tops, belts, canvas. Makes lock-stitch. Never rips.

Write for Wholesale Prices and Descriptive Literature.

C. A. MYERS COMPANY, 6301 Woodlawn Ave., CHICAGO, ILL.

MILBRADT ROLLING STEP LADDERS



Made for the last thirty-six years by the original inventor.

Eighteen styles to fit any conceivable type of shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

If Jobber does not handle, write direct

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.



Imitated But
Never Equalled
**GENUINE
HUNTER'S
SIFTER**

The Standard of the World Since 1880
THE FRED J. MEYERS MFG. CO.
Hamilton, Ohio

EASY TO SELL



Adjusto Household Racks sell briskly. Handy for hanging up many articles—fold up into small space when not in use—three and six-arm sizes. Price right for a quality rack.

*Your jobber can fill
your order*

FERNALD MFG. CO., North East, Pa.

Say you saw it in **GOOD HARDWARE**.



SASH CHAIN

Originators
of
Sash Chain



6 TUBE REVOLVING PUNCH

Manufacturers
Harn-ss,
Belt and
Semco Punches.

THE SMITH & EGGE MFG. CO. BRIDGEPORT CONNECTICUT



Moore Push-Pins

'Glass Heads, Steel Points

Push-less Hangers

The Hanger with the Twist

IN thousands of hardware stores where our display cabinets are used, Moore Push-Pins and Push-less Hangers are fast sellers and continually bring in new customers.

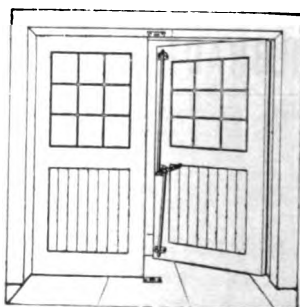
Write for terms and literature

Moore Push-Pin Co.

(Wayne Junction)

PHILADELPHIA, PA.

For 22 years the Standard of the World



Phenix No. 50

GARAGE DOOR BOLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors. One turn of the handle locks and unlocks top and bottom bolt. Withstands the severest service the year round.

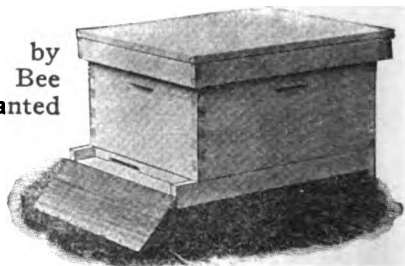
PHENIX MFG. CO.

018 Center St., Milwaukee, Wis

Beehives

Make an added profit by handling Root Quality Bee Supplies. Dealers wanted wherever bees are kept. Write today for catalog and dealer proposition.

**THE A. I. ROOT COMPANY
MEDINA, OHIO**



Branches at

New York, Chicago, Norfolk, Council Bluffs, New Orleans, Savannah, Philadelphia, Indianapolis, Syracuse, St. Paul, San Francisco, Los Angeles and San Antonio.

See you soon in GOOD HARDWARE



These Phonograph Needles Sell Themselves at 100% Profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those *Satisfactory* Violaphone needles. Every needle plays 10 records—brilliantly.

THE FRED. GRETSCH MFG. CO.

60 Broadway, Brooklyn, N. Y.

Manufacturer of Eagle Brand Steel Strings

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths
Established 1869

Order Thru Your Jobber
If your jobber does not handle—write direct

Silver Lake Co.
Newtonville, Mass.

THE STINE SCREW HOLES



**THE ONLY
SCREW
HOLES
IN THE
WORLD**

Manufactured by
**THE STINE
SCREW HOLES
CO.**

Waterbury, Conn.

Sell Floor Surfacing Machines

New, uncrowded field. Contractors prefer to sublet floor surfacing to American Universal Contractors. Machine does work of 5 men. Works quickly, easily. We set you up in business of your own, furnish office forms, advertising, etc.

Make \$5,000 to \$15,000 or More Yearly



Prepare for big building boom. Make new floors perfect, old floors like new. Every floor a prospect. Big money in old floors. No town too small. Beginners often pay for machines first month with profit besides. Get full information.

The American Floor Surfacing Machine Co.
532 So. St. Clair St. Toledo, Ohio U. S. A.

SNOW-WHITE STEEL MEDICINE CABINETS and MIRROR



This mark guarantees finest quality possible and money back if no. satisfactory.
Ask your jobber or write us.

Hess Warming & Ventilating Company
1210 Tacoma Bldg. Chicago

SAMSON CORDAGE WORKS

MANUFACTURERS OF
BRAIDED CORDAGE
AND COTTON TWINES

BOSTON



SASH CORD, CLOTHES
LINES, SMALL LINES
ETC. SEND FOR CATALOG

MASS.

Say you saw it in GOOD HARDWARE

KRISS KROSS

KRISS KROSS

KRISS KROSS

KRISS KROSS

KRISS KROSS

KRISS KROSS

KRISS



KRISS KROSS

STROPPER

For All Safety Razor Blades

**Proper Stropping is the Secret
Razor-Blade Satisfaction**

Kriss Kross Diagonal Stroke Stropper makes it possible for every man to properly strop his blade.

**"A soothing shave for you each day
if you "strop" the Kriss Kross way."**

The Kriss Kross, because of the uniformly firm and diagonal position in which the blade is held on the rapidly revolving leather disk, produces such results as are only obtained by the most expert—and I know that men who are experts at stropping a razor are few and far between.

**30 days' trial and a 10-year guarantee assures
of absolutely satisfied customers.**

Handsome cut-outs, window displays and impromptu circulars furnished free—get in touch with your jobber or write direct.

Attractive discounts mean profits for you.

The Barber's Diagonal Stroke
RHODES MANUFACTURING CO.

1115 Times Building
Saint Louis Missouri

KRISS KROSS

KRISS KROSS

KR

Say you saw it in **GOOD HARDWARE**

MY 11 22 S

Good Hardware

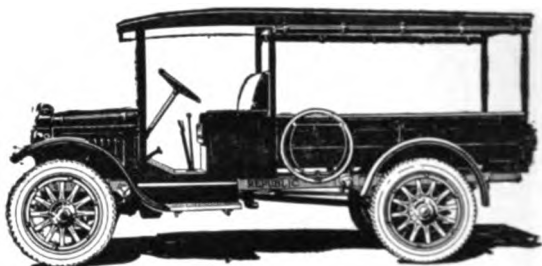
MAY, 1922

A YEAR



Tell your story to the entire hardware trade.

See pages 2 and 3



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.

Give Your Customers Better Service and Cut Down Delivery Expense

Unequaled Service



Other Body Types Include

Carry-All
Panel Body
Stock Rack
Screen Enclosed
Tank Body
Open Express
Double Deck
Platform Stake
Bus Body
Police Patrol
Grain Body
Bottlers' Body
Dump Body

Service is the thing that counts with customers these days. The quality and prices of your goods are more or less standard. Only by giving better service can you expect to win trade.

How about your delivery service? Is it adequate? Is it economical?

You are assured of Unequaled Service with the Republic Rapid Transit. This truck has proved its ability to make more deliveries at less expense than any other truck of similar capacity. It is lowest in first cost, lowest in operating cost—recognized by hardware men as the most economical delivery equipment.

The Republic Line: $\frac{1}{2}$, 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT

Republic has more trucks in use than any other
exclusive truck manufacturer

Let the Advertiser Tell the Story -

No 7
of a
Series

WILLIAMSPORT WIRE ROPE COMPANY

GENERAL SALES OFFICE
122 SOUTH MICHIGAN AVENUE
CHICAGO February sixth
1922

Good Hardware Magazine,
Chicago, Illinois.

Attention: Mr. R.G. Maxwell:

Dear Mr. Maxwell:

We have had some opportunity to check up on the effectiveness of our advertising, particularly as it applies to Good Hardware.

As you know, we utilized the Trade Publications in a very dominant way and placed our color inserts, and page-copy, in over fifty of the leading mediums of the Trade Press.

This was backed up by intelligent sales and merchandising efforts, and the generous use of "broadsides"-trade announcements and personal letters.

The results from our four-page color insert in the December issue of Good Hardware, followed by page copy, and the very comprehensive campaign in other publications, has more than justified our faith in trade publications, properly exploited.

We know that desirable new business and thousands of dollars of orders are directly traceable to our advertising in Good Hardware and that the Williamsport Wire Rope advertising has accomplished many purposes. Good Hardware surely has been a most prominent factor; and more than exceeded our expectations.

Positive proof that if intelligently employed the Trade Press will bring tangible results!

Yours very truly,

WILLIAMSPORT WIRE ROPE COMPANY

GENUINE CROSSBY CLIPS - PLYMOUTH MANILA ROPE

GOOD HARDWARE

Published monthly by

The Butterick Publishing Co. (Trade Division)
709-6th Ave. New York City

Good Hardware
is first choice in the
hardware field.

—the reason why

G The booklet illustrated above gives brief facts about GOOD HARDWARE; How it blankets the hardware trade; How lists are kept up-to-date; Circulation; What retailers and jobbers think of it: What advertisers think of it: What it can do for the advertiser and What it costs.

Now it is easy to blanket the whole hardware trade

This New Book Tells How it Can Be Done

Until GOOD HARDWARE entered the field there was no way of blanketing the entire hardware trade except by the use of expensive direct-mail work.

Even then it was possible to reach only the strictly hardware dealers. No lists are available of the thousands of general stores selling hardware.

But now GOOD HARDWARE covers every hardware dealer, every hardware jobber and a great many general stores selling hardware and house furnishings. It comes as near to being a 100% blanket of the trade as is humanly possible.

The proof of any magazine is the results it brings for its advertisers. Many of those who are using GOOD HARDWARE have testified to its pulling power. Many of their letters are incorporated in the new booklet which we are prepared to send to you upon request, and which will also give you the whole story about GOOD HARDWARE. Write for it.

Good Hardware

Published monthly by

The Butterick Publishing Company

(Trade Division)

709—6th Ave.

New York City

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Good Hardware

IT FITS THE POCKET

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Copyright 1922 by Leonard Tingle

LEONARD TINGLE, *Business Manager*

J. W. GREENBERG, *Editor*

Butterick Building, New York

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709—6th Ave., New York

EDMUND CARRINGTON, *Western Manager*
Mallers Building, Chicago

J. A. TOWNSEND, *Pacific Coast Manager*
Hobart Building, San Francisco

SO-BOS-SO KILFLY

Advertised in these Farm Papers:

Successful Farming	The Farmer
Rural New Yorker	Wisconsin Agriculturist
Dairymen's League News	Dakota Farmer
National Stockman and Farmer	Pacific Northwest Trio

Following SALES HELPS furnished you will produce a sale of 20 to 25 dozens this year:

<i>Folders with your imprint</i>	<i>Large Display Poster</i>
<i>Store or Window Cards</i>	<i>Electrotyped Ads</i>

SMALL INVESTMENT AND QUICK TURNOVER!

Six Dozen Gallons bought from one of these jobbers will cost you around \$72.00 freight included:

Albany Hdwe. & Iron Co.	Mathews & Boucher
American Hdwe. & Supply Co.	The Merrell Company
Barker, Rose & Clinton Co.	C. H. Miller Hdwe. Co.
The W. Bingham Co.	Morley Brothers
Blish, Mize & Silliman Hdwe. Co.	Ott-Heiskell Hdwe. Co.
Bronson & Townsend Co.	Portland Seed Co.
Buffalo Wholesale Hdwe. Co.	Richards & Conover Hdwe. Co.
Crane-Hamel Hdwe. Co.	Roberts Hardware Co.
Decatur & Hopkins Co.	Robinson Bros. & Co.
C. Driesbach's Sons	The Schafer Company
Edwards & Chamberlin Hdwe. Co.	Sickels & Preston Co.
Empkie-Shugart-Hill Co.	Smith Bros. Hdwe. Co.
Poster, Stevens & Co.	Spetnagel Hdwe. Co.
Greenwood Grocery Co.	Spokane Seed Co.
Greer & Laing	Standart Bros. Hdwe. Corp.
Griffith & Turner Co.	Supplee-Biddle Hdwe. Co.
Janney-Semple-Hill & Co.	Treman, King & Co.
Jones Hardware Co.	Watkins-Cottrell Co.
Keith, Simmons & Co.	The George Worthington Co.
Kelley-How-Thomson Co.	Wright & Wilhelmy Co.
Kline & Company	Wyeth Hdwe. & Mfg. Co.

West of the Rocky Mountains 6 dozen Gallons will cost about \$81.00.

Ask your jobber for the proposition which brings you \$64.80 profit on So-Bos-So. Season is close at hand so **ORDER AT ONCE.**

Every can backed by our Quality Guarantee.

The H. E. ALLEN MFG. CO., Inc.
CARTHAGE, N. Y.

GOOD HARDWARE

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. 3

MAY, 1922

No. 8

Selling Builders' Hardware By Appealing to Carpenters

This hardware company makes its advertising pay by talking to only one class of buyers with each advertisement

By LESTER G. HERBERT



CAT which sits in the sun on the back piazza and blinks contentedly until a flock of birds alights on the ground near by to feed on fallen crumbs may be sleek, well-fed, but if she makes a sudden dash out into the flock of birds she is likely to catch none of them. They will scatter before she can concentrate on any single feathered tidbit.

On the other hand, if the cat is wise and a trained hunter, she will select a large, fat, prosperous-looking bird, make it her target, and go after it. Usually she'll get it.

The retail hardware man should always have a definite group-target in mind when he undertakes to talk to the public. What will appeal to the housewife will not interest the fisherman, and what interests the fisherman will make no appeal to the busy carpenter.

Specialized Appeal

At this time of year, when the building season is once more of great importance, some straight-from-the-shoulder publicity, directed right at carpenters and others who are interested in

builders' hardware, is advisable. The carpenters will be concerned more particularly with tools which will give a maximum of service with a maximum of upkeep cost. They understand that good tools are the only ones they can afford to use, and that speed and results are secured through the use of up-to-date equipment only.

The advertisement reproduced here of the Smith & Pearson Tool Department of Auburn, New York, is interesting in this connection. Notice that it talks

only to carpenters. It offers a subtle compliment in the caption: "Good Tools For Good Carpenters." Only three kinds of tools are featured—saws, hammers and planes. Successive advertisements made other sug-

It makes even the householder feel that a hammer and saw would come handy in the basement or out in the garage, and yet the idea of advertising to a definite single group is closely and carefully adhered to.

Smith & Pearson Tool
GOOD TOOLS FOR GOOD CARPENTERS

Are you well prepared for the building boom, Mr. Carpenter? There will be plenty of work for good carpenters and the right kind of tools will help you to do faster and better work. Every carpenter's tool set is carefully selected for quality and satisfaction—our assortments of squares, levels, and other needed tools. When you need tools, think of **SMITH & PEARSON**.

Planes for Practical Workmen

Any man who knows good tools readily realizes the advantage of having from our fine stock of every tool is made to comfort the hand and so thoroughly able that they will help him get his jobs in less time. We have planes that make satisfaction.

Russwin Distinctive Hardware

RUSSWIN front door and interior hardware is distinctive in appearance, serviceable and durable. It should be the duty of every builder and owner to make the hardware of a home a thing of beauty, particularly the front entrance. **RUSSWIN** sets are adapted in design to any type of door made and are a constant satisfaction. We are glad to quote prices and show designs at any time.

Smith & Pearson
THE HARDWARE HUSTLERS

BUILDERS HARDWARE

If You're Going to Build, Build Right

Put Good Materials into Your Building If You Expect to be Thoroughly Satisfied

In building a home, you are building for the future, and the life of your home depends to a large extent upon what kind of hardware and other materials you put into it. The use of cheap materials will sooner or later be the cause of heavy repair bills, so that the building will cost just as much if not more than good materials would have cost.

Build well and you'll have no regrets—buy building goods here and you'll be sure of getting the best at reasonable prices. Here are a number of items which are worthy of your judgment.

PULL

RUSSWIN LIQUID DOOR CHECK

This is the time of year when a good door check is appreciated. We make immediate installation to fit any hinged door.

These "Hardware Hustlers" make no attempt to sell everyone in town with one advertisement

gestions, but for this one these leader articles were deemed sufficient. The name Smith & Pearson is repeated three times in order to connect each article with the store soliciting the business. Quality and tool workmanship are stressed. A few other articles are mentioned.

Study this advertisement and observe your own reaction to it.

The second illustration of this type of publicity is addressed directly to contractors and to those who are building or repairing on the "stock and time" plan. There is a special appeal to the home owner in the head-lines: "If you're going to build, build right. Put good materials into your building if you expect to be satisfied."

The principle of economy is developed in the rest of the sales argument in the center of the page which states that durability and economy are best gained through the use of good materials.

There is a subtle appeal to the psychology of the group buyer in this advertisement which is well worthy of note. Study it and see how much matter it really carries for a display advertisement only three columns wide by nine inches deep.

Makes Appeal to Builders

At the top is the sky line of home roofs—not of skyscrapers and office buildings. The bungalow and the small home are particularly suggested. Then comes a row of builders' hardware bound to get the attention of anyone interested in building—hinges, locks, door handles. Even the timidity of the young bride is remembered in the chain for the front door. The body of the advertisement is well balanced with suggestive illustrative material.

With the coming of summer, open doors and screen doors suggest the need of door checks, and the builder of the new home wants a solid, well-hardwared front door. In the fall neither of these advertisements would pull in anything like the degree they will now that warm weather is in sight.

To mix the advertising for carpenter, contractor and home builder with electrical equipment and farmers' supplies would be to make a confusing

medley which would interest no one. A great deal of emphasis has been put on the advisability of specializing in window trims so as not to cause a jumble and confused effect. The same is equally true in advertising.

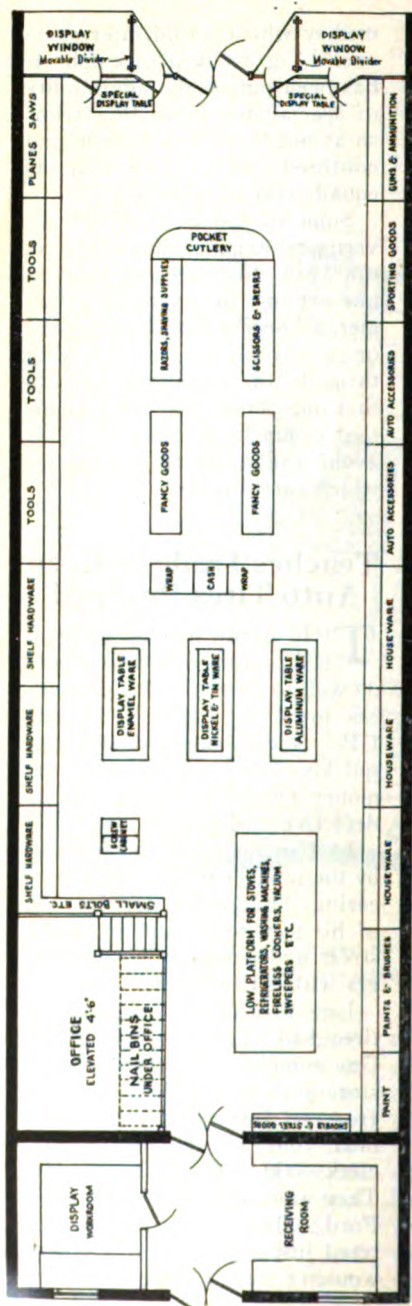
Some of the most skilful advertisers explain that they get the best effects by visualizing one person; for example, a farmer, a housekeeper, a carpenter, or a car owner, and talking through the advertisement to that one person and the specialized group he represents. This avoids the glittering generalities which rarely make sales.

Teaches Trade To Keep Auto Tires Pumped

THE hardware dealer who sells automobile tires would do well to admonish his customers to KEEP 'EM PUMPED UP. A careless merchant can quickly lose a great deal of money on short adjustments of defective casings.

Last summer a dealer, goaded by the number of unsatisfactory casings brought in, detailed one of his men to go out on to the street and gumshoe his customers with a tire tester.

Less than 50 per cent. of the tires had enough air in them. One complainant came into the store just as the clerk returned from an inspection tour. The man told his troubles. The clerk said, "Come with me." They went out to the customer's Ford. One of the tires registered just 30 pounds; the others wouldn't move the gauge at all!



TYPICAL LAYOUT FOR A HARDWARE STORE

DESIGNED BY
R. M. HELLER

THIS typical layout for a hardware store is based on Mr. Heller's experience in laying out and equipping hundreds of retail hardware stores and visiting hundreds of others.

What fits one hardware store will not always fit another. One store may handle house furnishing goods and no automobile accessories; another may make quite a feature of sporting goods and adaption of some kind would have to be made.

This plan, however, gives the layout for a store approx-

imately 25 feet by 85 feet that can easily be changed around to suit almost any condition. Notice the elevated office to save floor space and the little room in back of the office that is used for working up window displays. This is about a dozen feet square, and is needed in every hardware store. Yet it is surprising how few have a place of this kind.

If you think of opening a new store, or want to remodel your old one, let us hear from you and perhaps we can give you some ideas to help solve your problem.

The Hardware Man Is the Farmer's All-Year Ally

Cultivating farm trade is the small town hardware dealer's road to a good harvest

By A COUNTRY HARDWARE DEALER

THERE are some parts of the hardware business in which the small town dealer holds what almost amounts to a monopoly. One of these is supplying the farmer with the tools and equipment necessary for planting, growing and harvesting his crops.

At the very outset, the farmer must prepare the soil for planting and this signifies the use of plows and harrows. The plow is absolutely essential and must be used on every farm.

Different kinds of country require different plows, and a large farm of many acres will use one type, while the small farm can make out very nicely with a simpler one.

Not long ago we sold a big gang plow for use behind a tractor; to see this in operation is to behold a marvel in efficiency.

It is really an inspiring sight to watch as the tractor hauls this plow along behind it, nar-

rowing down the center as it turns over and levels off the soil on each side. It is especially satisfying to feel that you have had some small part in this remarkable saving of time and labor, by bringing modern methods to the farmer's attention



Apple orchards make many dollars for their farmer owners and also for the nearby hardware dealer



The Agricultural Fair is the year's great opportunity for the hardware man to meet his farmer customers

On the adjoining farm, we will see a much smaller and more average outfit in the team-hauled plow with the farmer industriously turning the furrow as his horses move across the field and back again until all the soil is turned under.

Dependent on Hardware Stores

The next neighbor may be plowing away with a single horse, but the idea in all three cases is identical—the farmers depend upon their hardware dealers for this equipment and for the necessary repairs and extras which arise from time to time.

Nor is this one item of plows and plow repairs an insignificant one for the small town dealer.

In plows, he may offer to his customers a choice of from three or four to a dozen different patterns; possibly he may sell only a half dozen different models, but that does not imply

that he will be expected to carry in regular stock the repair parts for only six plows.

The well-equipped small town store must plan to look after many other makes as well.

In our own case, we have bins along two whole sides and one end of a good sized storehouse in which we keep plowshares, landsides, mouldboards, clevises, shin pieces, jointer points and other kindred castings galore, and most of them are called for with surprising regularity. The plowshares, in a couple of dozen or more different styles, move rapidly during the plowing season of the year.

It is not difficult to keep a farm trade over a good sized county area well informed on the fact that you are prepared to fill their requirements in this line by bringing it to the foreground in store advertising. We have definitely established the fact that an advertisement directed

primarily at the farmer catches his eye and holds his interest as he reads his county papers each week. In some cases, we have been able to check up on this statement and we thus feel quite assured that it is a valuable feature of the business for us.

The harrow comes after the plow in preparing the soil for planting, and again we can give our customers a choice of three different kinds and types; there is the all wood frame, the wood and steel and the all steel, with an additional choice between fifteen or seventeen teeth in any of them. Despite its slightly higher cost the all steel harrow, with lever action and spring teeth, seems to sell best.

After we have sold the harrow, we are ready with the two chief repairs for later replacement—extra harrow teeth and the now popular repair points, which clamp onto the old tooth with a small plate and set screw, and at a minimum cost, make an old implement almost like new.

Early Summer Weeding Tools

The grain drill in both double disc and spring hoe patterns, the corn planter and the potato planter are three implements for which the farmer will call upon his hardware dealer.

When farm crops begin to appear through the soil and thrust their little green shoots toward the warm sunshine of Spring, unwelcome weeds generally try their hand at putting something over on the farmer and hence another trip to the local hardware store—for a cultivator.

Much like the plow and har-

row, cultivators have a bad habit of wearing out; plates must be replaced and in two, three, and four inch widths with three grades in each size, they form a rather prominent repair item in the hardware store. The farmer who buys his cultivator from the local merchant expects that he can buy these plates and other extras at this store when he needs them, so stocks must be fairly complete all of the time.

Tools for Haying Season

Haying season will soon be in progress as we move along from planting toward harvest, and here is an opportunity for much of profitable business.

Just consider for a moment that every farmer, large or small, must lay in a supply of hay for his stock and horses. The small farmer may go out into the hayfield with a scythe and snath, cut the hay, rake it into piles with a woodtooth hay rake and when dried toss it onto his rigging with a pitchfork and again pitch it off into the hay mow of his barn.

But no such simple procedure is possible for the farmer with broad and extensive acres; this fellow will have one of his hired men hitch up a team to the mowing machine and with its click-click-clicking down will fall the grass in rows as he drives along.

He will be followed by the farmer's boy, who is driving the hay rake, and when both machines have finished with the field, the hay, will be all neatly collected in long rows, to be set up later in hay cocks with

(Continued on page 59)

John M. Klenke,
Jr., Ogden, Utah.
First Prize

James A. Helfer,
North Tonawanda,
Y. N., Second
Prize



Fred W. Cope,
Des Moines, Ia.
Third Prize



Mabel P. Smith,
The Dalles, Ore.
Fourth Prize



Utah Store Manager Wins First Prize in Picture Contest

"THE BURDEN, AS USUAL, FALLS ON THE CONSUMER" is judged cleverest and most appropriate answer. Girl wins fourth prize. Five other women among the nineteen lucky contestants

TO John M. Klenke, Jr., manager of the Boyle Hardware Company, of Ogden, Utah, goes the first prize of fifty dollars for submitting what was judged to be the most clever and appropriate title to the picture which has been published in GOOD HARDWARE for the past three months. Mr. Klenke's title was *"The burden, as usual, falls on the consumer,"* and our readers who have been looking at that harrowing scene shown in the picture will agree that it was not only SOME fall but SOME burden as well.

The second prize of twenty dollars is awarded to J. A. Helfer, of the Wilder Hardware Company, North Tonawanda, N.Y. His answer was *"Quick*

Delivery from Stock." The winner of the third prize of ten dollars is Fred W. Cope, of the Century Lumber Company, Des Moines, Iowa. His title was

"A Falling Off in the Day's Business." One of the fair sex, always well represented in GOOD HARDWARE'S contests, cops the fourth award. She is Mabel Parsons Smith of the Stadelman-Bonn Hardware Co., The Dalles, Oregon, and her clever title is, *"Tough, No Matter How You Look At It."*

Fifteen Other Winners

One thing which this contest demonstrated clearly was the ever-growing popularity of GOOD HARDWARE with the retail hardware people, because in this last contest contributions were received from nearly 1,600 individuals, more than were received in any previous contest. And the scope of GOOD HARDWARE may be seen from the fact that replies were received from every State in the Union and from four foreign lands. Even among the prize winners, seventeen States are represented!

It goes almost without saying that it was a difficult job to choose the best answers among so huge a number of good ones, and to those who failed to win prizes we can only say, "we're sorry" and we sincerely wish them better luck next time.

The fifteen winners of the dollar prizes are:

Mrs. C. L. Horney, Boaz, Kentucky:

"Falling Into Bad Company."

W. M. Simpson, Boothbay Harbor, Maine:

"When the Just Falleth, the Wicked Shall Be Crowned."

Ralph McDaniel, Elliott, North Dakota.

"Tipped Off Before the Fight."

Maud M. Baker, Kent, Washington:

"A Trial Balance."

Lee Heer, Springfield, Ohio:

"—And They Pay Some Guys REEL Money for This Stuff."

N. F. Nelson, Des Moines, Iowa:

"He Fell for His Customer."

J. R. Lemen, Spring Hill, Kansas:

"Meeting Competition."

Joseph B. Greer, Utica, New York:

"Part Two Will Follow Immediately."

F. A. Boom, Bladen, Nebraska:

"Seeking a Lower Level."

Louis Eimer, Roulette, Pa.:

"Closing with a Customer."

H. W. Gregory, Moweaqua, Ill.:

"A Nut Cracker."

Mrs. N. B. Salerni, Colfax, Ind.:

"Leave All Hopes Behind, Ye that Enter here."—Dante.

Opal Bell, Poneto, Ind.:

"Smashing Results."

Miss Tom Anderson, Franklin, Tenn.:

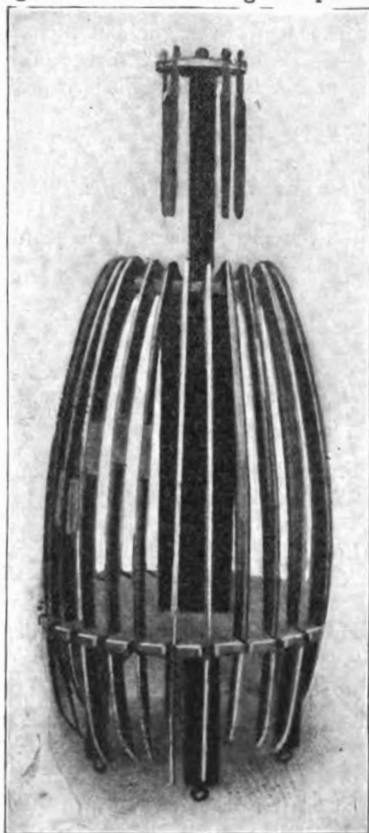
"A Fool and His Ladder Are Soon Parted."

Pauline Ness, Watertown, South Dakota:

"Rush Order."

This Rack for Scythes is Easy to Make

THERE are many kinds of scythe racks but that used by the Seymour Commercial Company, Seymour, Connecticut, has a mighty good chance of taking the prize.



This scythe rack is compact and easily moved; will hold 28 scythes and can be built by any one who knows how to handle tools

Almost any kind of a rack at all is better than carrying the stock in the original boxes, but this particular one has the edge on most of them.

Like most good things it is ex-

tremely simple. The lower circular piece of wood is 30 inches in diameter and has V-shaped notches cut in the edge about 3 inches deep and $\frac{3}{4}$ inch wide. The smaller circle is 20 inches in diameter and in its edge has corresponding notches 2 inches deep and $\frac{1}{2}$ inch wide. The two are 30 inches apart and are mounted on a pillar of 3-inch by 3-inch stuff. The little affair at the top holds eight scythe-rifles and the rack will hold twenty-eight scythes. It is mounted on strong 18-inch legs and good casters and can be moved around the store with no trouble.

If you are not satisfied with the way scythes are kept in your store, hand this picture to your handy man and tell him to go to it.

Stimulates Seed Trade By Giving Prizes

A STORE which sells quantities of flower and vegetable seeds offers prizes for the best specimens raised from the seed. This gives the dealer material for interesting window displays during the summer and autumn.

The prizes for flowers are confined to women and children, and the specimens brought in by competitors are all shown in the windows. In the autumn mammoth turnips, beets, corn and pumpkins are displayed and never fail to attract attention.—*The Spatula Publishing Co.*

ENFORCED COURTESY

Young Man (being entertained by a neighbor).—"I must say those biscuits are fine."

His Mother (as they go home-wards).—"How could you say those were fine biscuits?"

"I didn't say they were fine. I merely said 'I must say so.'"

OUR ENTERTAINERS

PROF LYONS
Ventriloquist and Magician

JACK MCALL
Humorist and Story Teller

WONDER WATKINS
The Original "Wonder Lady"

CT & MARY STEBBINS
of Honesdale

BARBARA HESTED
Honesdale's Popular Singer

GLENN WILMARTH
Warren County Club Artist

PUNCH AND JUDY SNOW
The East Folio Enjoyed

JENKINS MUSIC HOUSE
"Everything in Music"

INVITATION

You and yours are very much invited to our
"BIG PARTY" MARCH 28 - 29 - 30 - 31.

It will be a real honest-to-goodness "Big Party" with something to eat, something to drink, plenty of entertainment, thirty-two interesting and instructive exhibits and four days of amusement and instruction.

Arrange now to come. Don't mind bad roads, when it is time for the roads to be good you would not have time to come. Don't stay home on account of the children—bring them with you. Be sure and bring the ladies—we have made special efforts to entertain them.

Business is good with us and we wish to show our appreciation by giving this "Big Party". Last year five hundred and fifty people came to see our making it twice as good. You are going to have a good time at our

"BIG PARTY" MARCH 28 - 29 - 30 - 31.

SEE

The Fountain of Youth
Memory Ball
Cy and Mary Bickins
Our Electrical Display
"Dishless Dishes" Show
Wonder Wishes Again
The Many New Things
My Display On Third Floor
The Whimsy On Second
The Pump in Action
Our Shoemaking Shop
The New Labor Saver
Punch & Judy Show
Prof. Lyons Myself
Glenn Wilmarth Sketch
Our War Goods Display
Jenkins and the Music Machine
The Model Bath Room
The Electric Pump

LE HUSTLE TO ENTERTAIN YOU
AT OUR BIG PARTY

MURRAY COMPANY

Everything for the Farm

Honesdale, Pennsylvania

A Whole County Comes to Visit a Hardware Store

The Murray Company, of Honesdale, Pa., gives a big party every year and invites the entire countryside to its store for a four-day festivity which includes eats, entertainment and hardware in action

By BEN GREELY

IF you can get your wife to let you off for a few days next March, take my advice. Rustle down to the railroad station, buy yourself a ticket, and go straight to Honesdale, Pennsylvania. If the lady refuses to grant the necessary permit, buy two tickets and take her along. But the point is, don't miss Murray's Big Party.

A lot of folks know about the party which this enterprising hardware store gives every Spring to its customers and other friends, because Murray's have been acting as hosts up in

Wayne County for several years now. And yet, every year there is something new and something bigger about this unique festivity, and the story is worth retelling.

Right at the outset let me say that it wasn't until I had attended one of these amazing parties that I appreciated fully what an intensely human, flesh and blood thing a hardware store could be—because the heart of that big country store is a whole lot larger than its cash register. Which is probably one of the chief reasons



In addition to the many action exhibits there were attractive displays of tools in various parts of the store. This array of carpenters' tools always had before it spectators interested in finding out what new tools there were on the market



Although it is not seen in the picture, a steady waterfall kept beating down upon this shed which was covered with three kinds of roofing material kept by the store. The gutters, also handled by the Murray Co., were thus advertised, too



Both on the main and third floors were refreshment booths which did a land-office business. These were presided over by the women of the Murray family and they seemed to enjoy their job of handing out the delicious sandwiches and hot coffee



This picturesque water pool with its mossy banks was erected by the boys who worked in the store. In the centre a fountain played and kept a little ball dancing about in the air, while in the pool there were live fish

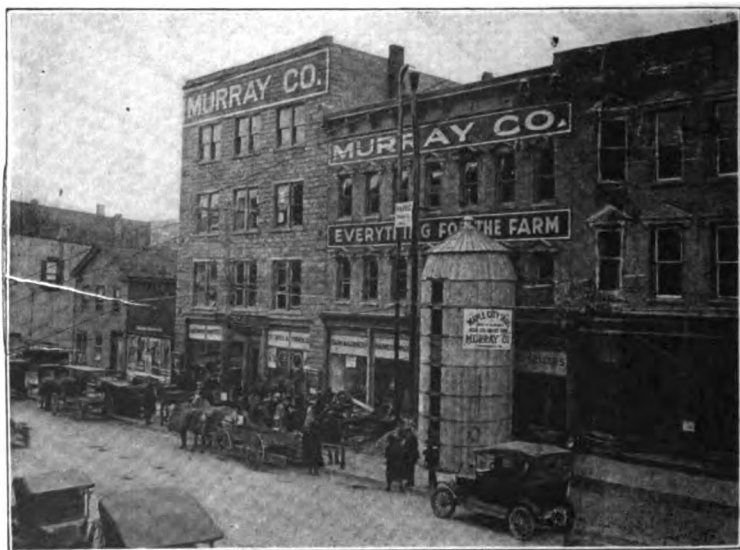
why the Murray Company's business has grown from \$20,000 a year to \$300,000 in a period of ten years. The other reason is that the Murrays—there are three sons and a mother—are keen, progressive merchants, and square-shooting, honest folks.

If you will read the invitation (reproduced here) that the store publishes in the local newspapers you will get the idea back of the Big Party. For four days every year the Murray Company holds open house to the entire countryside. Everyone is invited to come and have a good time. Farmers come with their wives and children from fifty miles away. Almost everyone in Honesdale and its neighboring towns attend. For four days business stops, for it

is a prime rule at these parties that no goods are to be sold.

Refreshments are served from morning until night, and there is no limit to the amount you may have—I saw one husky farmer boy pack away seven sandwiches and three cups of coffee. I KNOW he had a good time.

For the entertainment of their guests this year, as usual the firm went to considerable trouble and expense. Professional talent from as far as Philadelphia was engaged for the occasion, and the entire second floor was converted into an auditorium seating three hundred people, and containing a regular stage. A vaudeville show lasting an hour was in continuous performance throughout every one of the four days. Besides



At all hours of the day, through the four days, the vehicles of farmers who came to the party were parked in front of the store. Note the big silo and filler pipes especially built for the occasion

the professional entertainers, there were excellent musical acts furnished by the local music store without charge and the local orchestra and glee club donated their services be-

rear stair to the floor below and then the next crowd, waiting like hungry children, rushed in to fill the seats, see the show and hear the demonstrators.

To amuse the guests down-



One of the most interesting features was the baking demonstration which went on continuously. The women were very much interested and it resulted in many orders for ranges

cause of their friendship with the firm.

Between acts four-minute talks were given by demonstrators sent down to the party by manufacturers of various lines handled by the store. These interested the audience almost as much as the regular acts and were mighty good business for the Murray Company. After they had finished their talks the demonstrators returned to the particular exhibits of merchandise which they represented.

As soon as one show was over the audience passed out by a

stairs there was a first-class Punch and Judy Show, and demonstrations of all sorts of farm machinery in action. One of the most interesting features of these demonstrations by the way was that almost everything was "hooked up" and shown moving. Here farmers could see the latest types of milking machines, spreaders, harrows, sowers, incubators, and what not.

Even the seed exhibit had "life," because alongside the packets of seeds were the growing plants that they developed.

On the floor above was Electric Hall, a brilliantly lighted space of about five feet in width and extending the length of the floor. It was illuminated by a long row of the various lighting fixtures sold by the store. At one end was erected a farm lighting plant of which the store sells a number and which, by the way, supplied the light for Electric Hall. Along the wall which was of beaver board, also sold by the store, stood little tables, on which rested various electrical appliances such as a toaster—and it was really making toast—a grill, an iron, etc. Further down was a radio telephone, equipped with a loud speaker, and of course, the radiophone was in working trim.

On the same floor, and going on simultaneously with the vaudeville, was the baking demonstration, presided over by an expert baker, who made cakes and rolls from morning until night, and at the same time explained to his audience the merits of the range he was using. Many inquiries were made as to prices on these ranges, and here, as in every other department during the show, employees were instructed not to press sales but to take orders if they were given or to invite customers to come in when the party was over to do their buying.

The Third Floor

On the next floor above, there was a picturesque pool of water in which swam real fish (borrowed from the hatchery nearby) while in the center a fountain played merrily. Here, a

supplementary refreshment booth had been installed to save guests the inconvenience of going below if they wanted to eat. Probably the most interesting exhibit in this part of the store was the little hut that had been erected with the roof covered with three kinds of roofing material carried by the store. Pouring down on the roof was a steady stream of water, flowing into a gutter—the latter also merchandise sold by the firm. A model bath-room and model kitchen, with price cards plainly stating the price not only of the individual items but of the complete room as well, took up the rest of the floor's display space.

The Good That's Done

You had the feeling when you came away from this party that, besides being well-fed and well-entertained, you were well-informed. You had seen the latest devices for use on the farm and in the home, and you had seen them actually working. You had the feeling that you knew now just what you wanted, and it goes without saying that whether you knew it then or not, there was only one place you would naturally go to buy it. Which is another way of saying that the party was a big success.

Yet to talk about the Murray party without talking about the Murray store organization is like talking about mother's biscuits without talking about mother.

The dynamo that operates this
(Continued on page 58)

MY FIRST SALE

Beginning a series of letters from hardware merchants and clerks telling what happened when they tackled their very first customer. Every reader is invited to write about his experience



HAVE before me a letter addressed "To Whom It May Concern," dated October 27th, 1898, which states that "the bearer," the present writer, "has been in my employ four years and a half as bookkeeper, etc., etc." This places the year of my initiation into the many complicated mysteries of the hardware business and the date of my first sale as 1894, making me feel like a real old-timer.

While, as stated above, my first duties were to look after the "books," the "etc., etc.," occupied most of my leisure time and has ever since. As far as I am able to determine—there are more et ceteras in the hardware business than in any other.

My work on the books kept me busy for about a week out of each month and after that I was free to wait on the, even at that date, long suffering public.

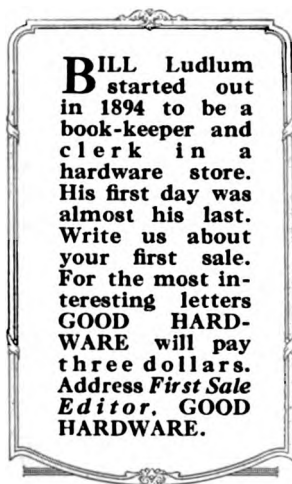
It seems as if it was only yesterday when Bob Cook, the store manager, said, "Billy, here's your first customer," as he introduced me to an old contractor by the name of Pugsley. Mr. Pugsley acknowledged the introduction by saying, "He thought a

new pump handle was a mighty good and convenient thing to have hanging around—sometimes," and then, as he requested

"a pound of rock-powder" without making any further reference to a pump or anything resembling one, I couldn't quite grasp just where his previous remark fitted in.

Since then I have been the "handle" and assisted at the fitting of other "handles" so many times that I have grown wise to his meaning. I, of course, had to be shown where the powder was stored and also how to pry open the slide

of the metal keg with a screw driver, which I did in fear and trembling as quite a few bright sparks were thrown off during



the operation, but although I am still wondering at my narrow escape from being blown to bits along with the store contents, nothing happened, and after I weighed and wrapped up his powder, Mr. Pugsley departed—no doubt to make an offering at the shrine of his patron saint for delivering him from a fragmentary exit.

As for me, I soon learned that sparks from powder keg slides were of daily occurrence, but I avoided the display as much as possible. Bob Cook himself had no fear of the store magazine whatever, as he would often go right in where the powder and fuse were kept and strike parlor matches, of the fly-off kind, regardless of the possibilities; while Barker, my companion in clerkly misery, and I would duck down behind the counter waiting for the inevitable to happen. It never happened or I wouldn't be writing this now.

I don't know whether the character of a first sale has anything to do with the subsequent career of a hardware clerk or not, but this I can vouch for: Mine has been of a decidedly "explosive" nature. I have often wondered if the resulting years would have been any different if I had begun my selling experience with a mop-stick or a duster.

WILLIAM LUDLUM.

GOOD REASON

Mrs. W.: "You never nag your husband, do you?"

Mrs. X.: "Only when he is beating our rugs. When he is thoroughly irritated he makes a much better job of it."

Idea That Sells a Lamp a Day

SOMETIMES slow sellers will move like hot-cakes when you get the right angle on selling them. Also, an article that may sell with moderate speed under ordinary conditions will go like the well-known hot-cakes when it is sold right.

Mr. Merritt McNeal of the McNeal Mercantile Co., Watson, Mo., for example, has a simple little stunt that he uses in selling a patented lamp for farmers' homes. The real point about the plan is that it sold sixty of the lamps in 2 months.

Mr. McNeal simply puts one of the lamps on the counter and lights it during the cool weather. The brilliant light causes farmers to walk over to the lamp and examine it. Then they start to ask questions and buy.



Merely lighting the lamp made a sale a day for two months

Introducing Bunyan Duckworth Hunter

GENTLEMEN of the hardware trade, meet Mr. Bunyan Duckworth Hunter, the smiling young man at your right. He's been brought up in the hardware business and he's never recovered from his name: Bunyan—Duckworth—Hunter. Read it and weep!

But Bunyan is trying to live the name down. He's going to tell of his experiences—and such a name leads to experiences—in this and future issues of **GOOD HARDWARE**. Gentlemen, we present Mr. Bunyan Duckworth Hunter.



Bunyan Shows the Old Man How to Run His Store

When the Old Man objected to Bunyan's ideas on store management, Bunyan joined forces with his father's competitor

By EMMET F. HARTE

Illustrated by B. Westmacott

IF it ever happens that I decide to spend my dotage in Congress, as so many old codgers do, one of my pet projects will be to father a special law. I want to make it punishable by fine and imprisonment, or both, for parents to saddle their defenseless offspring with the outrageous and obnoxious Christian names that make life a nightmare for the said namee in after years. Why should anybody be forced to stand good for a name like Grover or Woodrow through life for no fault of his own? Or Chauncey, or Clarence, say?

Or, if it's a girl, Opal or Fern? I actually know of an old lady whose name is Birdie. It's a misdemeanor of the first degree to play jokes on posterity like that. My law, for instance, will make it possible for a young man named Finis, with four or five younger brothers and sisters, thereby making his name a jest

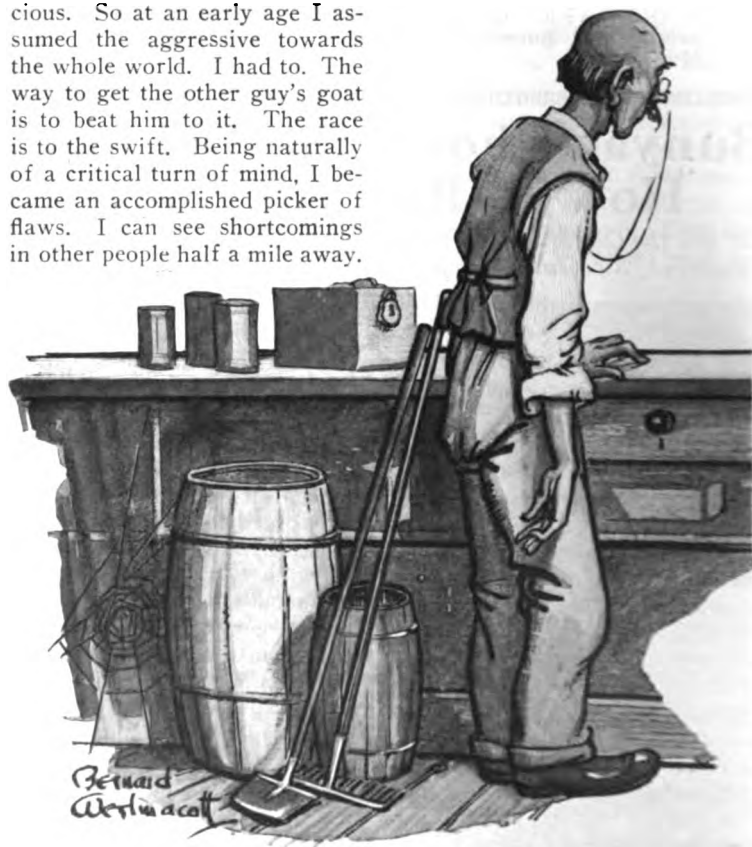
in the mouths of a yapping populace, to get redress as well as relief from his sufferings.

My own name is a painful example of parental inadvertence. Bunyan Duckworth Hunter. No tax on the imagination at all. The most rudimentary wit isn't strained in the slightest to achieve a suitable travesty.

Either Bun or Duck. Add Hunter and you have everything necessary to start a riot on any school playground or vacant lot baseball park. I've participated in several such elemental upheavals; I speak expertly on the subject.

But I've managed to retain possession of my aplomb through it all. They say the way to make a fighter out of a kid is to decorate him with long curls and dress him in Lord Fauntleroy garb. A ribald-sounding name is equally efficacious. So at an early age I assumed the aggressive towards the whole world. I had to. The way to get the other guy's goat is to beat him to it. The race is to the swift. Being naturally of a critical turn of mind, I became an accomplished picker of flaws. I can see shortcomings in other people half a mile away.

And the pretty part of it is the unabashed way I have of calling their attention to their own faults. It's a knack I have. Consequently everybody in the town where I grew up learned not to start anything with me. They found they could step off over their heads into the hottest kind of hot water so easily that it didn't even pay to wet their feet. All except Father. Father's a hard-headed man with old-fashioned notions about most things. He never realizes when he's licked and he's as set in his

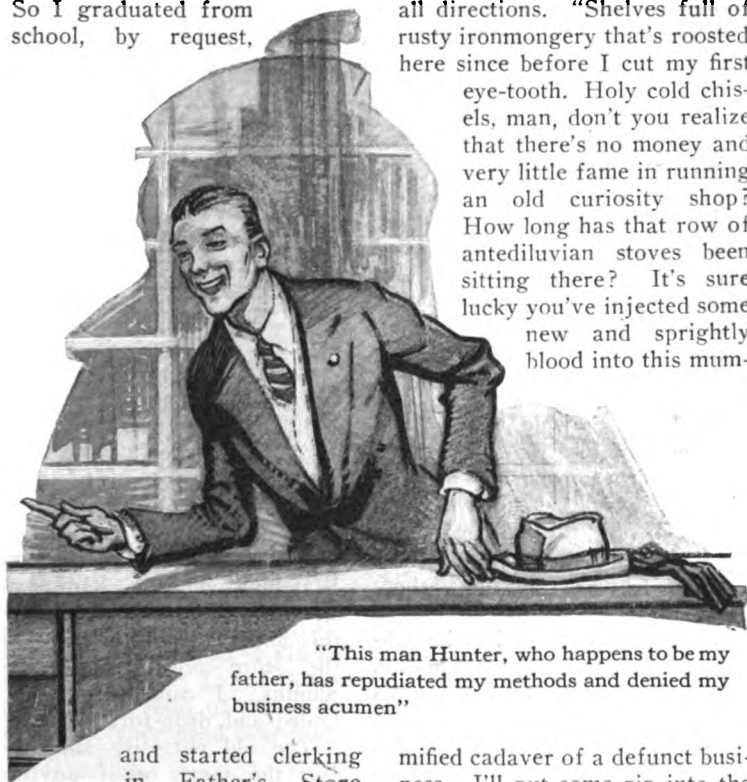


ways as a concrete sidewalk.

The last time the teacher undertook to discipline me at high school was when I was about sixteen and crack half-back on the home eleven. A lively time was had by all, as the *Weekly Argus* described it. So I graduated from school, by request,

ning at the front door and temporarily ending at the pile of empty crates in the alley. I proceeded to break the news to Father.

"How long have you had all this mass of junk in stock?" I asked him. I waved a hand in all directions. "Shelves full of rusty ironmongery that's roosted here since before I cut my first eye-tooth. Holy cold chisels, man, don't you realize that there's no money and very little fame in running an old curiosity shop? How long has that row of antediluvian stoves been sitting there? It's sure lucky you've injected some new and sprightly blood into this mum-



"This man Hunter, who happens to be my father, has repudiated my methods and denied my business acumen"

and started clerking in Father's Store.

Father owns and operates a large and antiquated stock of general hardware, stoves, paints, oils, varnishes, farm implements, and sewer pipe.

It didn't take me long after I'd associated myself with the business, to discover a crying need for vast and sweeping reforms in Father's store, begin-

mified cadaver of a defunct business. I'll put some zip into the old fossil, now I'm here."

"Um," said Father. "What, f'r instance, would you suggest, Bun-yun?" He has always used that form of pronunciation. I call it the chiropodist's accent.

"Don't call me Bun-yun!" I bellowed. "Call me Buck or Doc or Jasper—anything so it doesn't sound like an enlarged

joint on somebody's big toe. What I would suggest would be to have a fire sale and clean out this mess of left-overs."

"Woof!" was what Father's comment sounded like. "You young squirt, this isn't a cut-rate clothing store. Get that through your billiard ball of a head if you can. Everything in this store is staple stuff. There's a steady demand which can't be forced for hardware stock. People don't go bargain-hunting for nails and hinges and bolts and window-sash weights. When they need stuff like that they come in and buy it. Fire sale! Bah, young man, don't tell me how to run this business. I was running it several months before you first squawked with that big mouth of yours."

MOST people, when they talk like that, lay themselves open to some sort of flank attack which will leave them hanging by the seat of their pants on a limb yelling for first aid, so to speak; but not Father; the further you go with Father in an argument the less he subscribes to your way of thinking. I worked for three years in his store without getting him to change his system by the breadth of a frog's hair. He's a vanadium steel proposition on launching out in a rut as deep as the Grand Canyon. He wouldn't advertise, he wouldn't even permit a display card in the front window.

"Everybody knows me and my store," he said. "I've been in business for thirty years on this spot. I've made a success of it,

too. I'm worth a hundred thousand or so, I reckon. And I didn't get it by jazz methods."

NO, you got it by main strength and awkwardness," I agreed. "You got your hooks on a lot of land around here when it could be bought for a couple of dollars an acre and it grew into money; that and the cattle on it and a few loans scattered around at eight and ten per cent.—and the fact that for a good many years you didn't have a competitor in the hardware business in town. One of these days a live wire will light in here with some up-to-date ideas and then it'll be good night and happy dreams for the old curiosity shop."

Father snickered scornfully. Then the big wrangle came on and I went over to help introduce some high explosive hardware into the misguided life of the Germans. I was in active business behind a cannon, off and on for six months and then Watching on the Rhine for another half year or so, and with this and that, was absent from the store nigh onto twenty months. I came home hard-boiled and drop-forged.

The old curiosity shop was just the same, or if anything samer. It hadn't been swept out back of the counters while I was gone. I thought the row of stoves which had been familiar to me in my boyhood looked somewhat rustier, but it might have been due to the fact that the light was dimmer. The front windows had nearly two years' more dirt on 'em and the

cobwebs hanging from the ceiling made the air look smoky.

"Well, how's trade, Sire?" I asked to be affable.

"Trade was mighty brisk during the boom," Father confessed. "But lately we seem to be having a buyers' strike. Prices have shot up to such a high level that folks can't afford to buy anything but what they have to. Everybody's kind of expecting a spell of hard times."

LOOKS like you've sold the old relics since I've been gone," I remarked, looking around. "I have a queer feeling that some of the stock is new to me."

"Yes, a whole lot of it's new stuff. Staple truck like nails, bolts, wire, and a heap of things had to be re-stocked at a big advance. Why, most of this new stuff cost three or four times as much as we used to sell it for."

"And I'll bet you loaded up at peak prices. Didn't you?"

"If I did, I can stand it," he growled. "I see you're still the same smart Alec you've always been, Bun-yun. I had hopes they'd knock some of the swelling out of your head over there

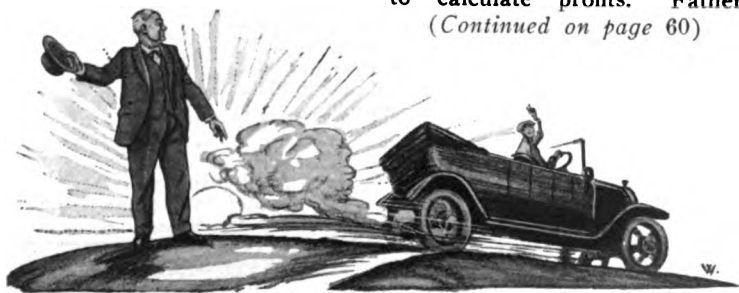
in France, but I see they didn't."

"Don't call me Bun-yun!" I roared. "Call me Bearcat. Now, I'm back, I'll fix up a scheme to unload a lot of this inflation before the bottom falls out. We want to do some scarehead advertising. Where's that doddering wreck of a clerk you've got working here? Those front windows need washing the worst way——"

"I won't have no new-fangled stunts in this store as long as I'm running here," declared Father. "The old-fashioned way is good enough for me. I do a ca'm, steady business. It don't run in spurts. It just flows along without any fuss. I ain't aiming to disturb myself or let you tear up jack here."

YOU'RE muscle-bound in the think tank, Sire," I suggested mildly and then we began to get personal in our remarks. As I mentioned before, Father is a tough old fogey. He has the impervious hide of an alligator. We had it hot and heavy for over a week while I was trying to audit his outstanding accounts and get some kind of a bunch of figures together as a basis on which to calculate profits. Father

(Continued on page 60)



Idea for Screen Wire Display Wins the Ten Dollar Prize

Simple, home-made rack of ordinary gas pipe adjudged the best contribution received by the Idea Editor during the past month. Other letters printed here

THE prize-winning letter for the past month was received from Mr. A. P. Little, one of the members of the firm of Little & Co., hardware merchants in Louisville, Ga. His letter, which explains the illustration on the next page, follows:

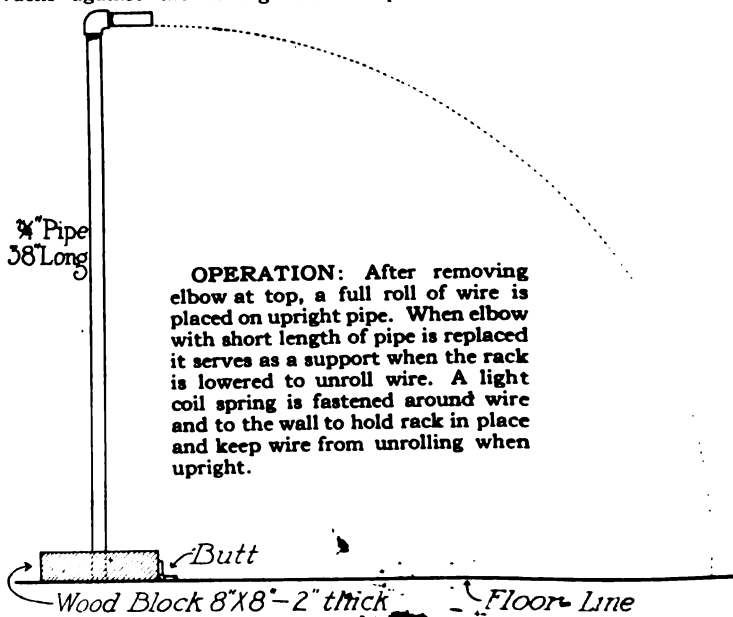
The problem of displaying and selling screen wire was solved by us by the use of the home-made fixture which I have sketched below. As you will note, each fixture of this kind occupies a space of only eight square inches, and it can be placed against the wall anywhere. In our store, we place these racks against the railing around

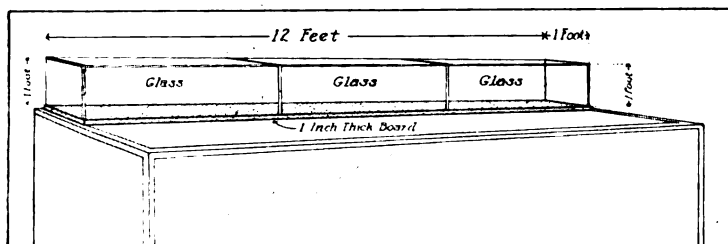
the office in the center of the store.

Other letters received from hardware merchants and employees contained ideas which we deemed worthy of publication.

Checking Petty Thievery

An idea for getting rid of the nuisance and loss entailed by petty thievery of small items is described in the following letter sent in by Mr. Harry Larson, a clerk in Isenson's hardware store, in Chicago. A sketch of the showcase described accompanies the letter, which follows:





When petty thieves began to steal small articles the Isenson store in Chicago built this thief-proof case

We had a number of articles displayed on the top of the showcases which were easily reached by just stretching over a little, and we noticed that little by little things were disappearing; first an oil can, then an alarm clock, then a pair of pliers off a red devil plier board. We were convinced that there were some long-fingered persons in our locality.

Well, we made up our minds that everything had to be taken off the top of the showcases or these long-fingered persons would drive us to ruin, and as we did not have enough space in the showcase for these articles, we made a plan to build a small showcase to set on top of the large case at the back end, out of the reach of every one on the other side of the case.

The Thief-Proof Case

As we have one twelve-foot case and one ten-foot case, we ordered two first-class boards, one inch thick and twelve inches wide,

and some picture molding cut out on both sides to fit glass into. Next we made the two cases by glazing the top, front and sides in, and having the back open, using instead of sliding doors a beautiful piece of drapery cloth, which is looped, and a solid rod running through it making it easy to slide back and forth.

Cost Only \$8.00

By having the showcase we are able to display more little things with safety and also making a good deal more room for other articles. We can now put the articles we used to have on top of the large showcase on top of the new showcase, out of reach and have the inside for small tools.

These two cases cost but eight dollars, but the boss values them at one hundred dollars apiece.

The following interesting letter on the subject of selling incubators and brooders was

GOOD HARDWARE invites every hardware merchant and clerk to write him a letter about something interesting in his store—whether it's a way of handling his deliveries or how he devised a home-made broom-rack, or the way he put on a sale of washing machines, or a unique window display, or an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in winter, or how he built up a big trade in plumbers' supplies.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address **IDEA EDITOR, GOOD HARDWARE, 709 Sixth Avenue, New York City.**

sent by C. B. Ziegler & Son, of Lancaster, Wis.:

The best business getter that we have hit upon is in connection with our sales of incubators and brooders. The idea, of course, will interest only those dealers who are located in farming communities where they are in demand. Each year, early in the spring, one of our men sets an incubator in the basement and when the hatch is taken off they are put immediately in the front show window under an oil-burning hover. Needless to say, a hundred or more downy chicks will attract crowds of children and grown-ups to your window. They not only thoroughly advertise your brooders and incubators, but they attract attention to your store, which brings other business. After the chicks have been in the window for a few days we find a ready sale for them at fifteen cents each—in fact, we could sell many times more. This more than covers the expense of the hatching and display.

The advertising, of course, is our main object; but a close second is the practical experience we gain in operating the incubator and brooder ourselves. We learn all the small details which are invaluable in selling the goods and instructing our customers. It gives us the added assurance of knowing just what we are talking about, which has much more weight than book instructions only. We also try to be well informed in a general way about poultry and actually have some farmers come to us for advice.

Incubator Chicks are Hardy

We secure our eggs for hatching from different farmers and take an interest in their own flocks, which promotes a mutual good feeling and makes better friends and customers. We know of no better place to start baby chicks than behind a big plate glass window. We always have a strong, lively bunch which refutes the somewhat prevalent idea that in-

cubator chicks are not as hardy as those hatched by hens.

This has been the most successful single business-getting idea which we have tried out yet. One spring our sales of incubators and brooders amounted to \$1,500.

Shows Goods While Wrapping

Mr. R. Ettinger, a dealer in Yonkers, N.Y., offers the following suggestion which he says has proved profitable in his store. While the idea is not altogether new, we feel that there will be some merchants who will be glad to learn of it.

The successful way to sell new articles and to create a demand for them I have always found, is to place a quantity of them on the wrapping counter and while wrapping up an article that a customer has purchased, I gradually draw the customer's attention to the new product and explain its merits and good features.

Nine times out of ten I land the sale, which adds extra profit and counts up quite some at the end of the day. At the same time our customers come to feel that if there is anything new in hardware, Ettinger's hardware store is almost sure to have it.

SPEED IN 1950

The new era that is upon us will be an era of unbelievable speed.

The following incident is not fiction; it is a prophecy.

A young man of A.D. 1950 was giving his girl an airing, so to speak, in a swift and powerful 2,000 h.p. aeroplane.

"That's England we're approaching," he said. They lived in America. "British Isles, you know. Pretty little group they make, don't they?"

"I don't see them," said the girl, anxiously. "Where are they?"

"Oh," said the young man, "we've passed them now!"

These Advertisements Brought Business to Howard's Store

They advertised no specials and mentioned no prices, but they were interesting and appealing and they drew trade

GEORGE Howard, Inc., of Mt. Vernon, New York, is in a ticklish situation for any hardware merchant. Mt. Vernon is a wealthy suburban community with excellent train service to and from New York City. In addition to the train service there are excellent motor roads, and Mt. Vernon has more than its share of automobiles.

As a result Howard's have to compete with the big stores in New York City, which means that they must carry a very full and complete stock; and they must run their store on a small town basis because the number of customers is limited.

Somewhere in between the big city stock and the small town stock Howard's have found the happy medium, but they are not satisfied with competing with New York

What Do You Want

THE TRUE PSYCHOLOGY OF BUSINESS IS
to make people WANT what you WANT them to WANT and then
To Supply That Want
We WANT you to WANT what we WANT you to WANT,
because we don't WANT you to WANT for the WANT of it—
WE WANT YOU to HAVE it.

We can supply more actual
Household Wants
than any other store in town.

The Name
Howard—Stands for—Hardware
and "HOWARD" includes enough items to supply the WANTS
of the world.

You Need Want for Nothing
you WANT it you shop at

HOWARD'S

MOUNT VERNON, N. Y. TELEPHONE 2000 HILLCROFT

THE SOFT SIDE of HARDWARE

For it is an application to your own personal comfort.
All the little world appliances of everyday life, and most
of the big ones are matters of hardware.

It enters into the construction of your house, the protection
of your house, the preparation of your meals.

GOLD AND SILVER

are, in large proportions, hardware; but

STEEL AND COPPER

that form the basis of hardware are the good servants of all mankind.

The butcher, the baker, the confectioner may be necessary
to your daily comfort, but without the hardware man,
who supplies them with the tools of their profession, they
could not exist.

OUR BUSINESS IS
HARDWARE
THINK IT OVER

HOWARD'S

MOUNT VERNON, N. Y. TELEPHONE 2000 HILLCROFT

These interesting
talks did more for
Howard's than price
advertising did

stores. Mt. Vernon business by rights belongs in Mt. Vernon, and Howard's set out to get it. The local newspapers offered the most likely means of attracting trade and the three advertisements re-

produced here are part of the campaign to make Mt. Vernon buy at Howard's.

There was no attempt to teach them to buy individual articles. That would take too long because there are too many articles in a well-stocked store. But there was a definite, and successful, attempt to make Mt. Vernon find out something about the business principles which guided Howard's. The advertisement headed "B'S'NESS" did this particularly well by showing the importance of U and I at Howard's.

B'S'NESS

With U and I left that
doesn't look natural, does it? This only goes to prove the
old saying:

"It Takes Two-to Make a Bargain"

That's why they put U and I in

BUSINESS

to round out the word and make an meaning complete, representing both buyer and seller.

No business, and it's included, can succeed without U. Knowing
that, we always consider U first. We sell business with a capital
"U" and a little "I"—like this:

business

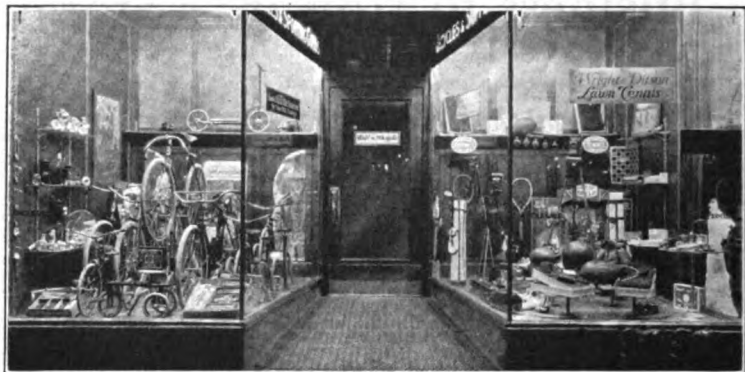
and we want U to know it. In other words, your interests are
always considered first. Our aim is to please U in every possible
way, shape and manner, in service, quality and price.

We Read U
and, by the same token,
U Read Us

HOWARD'S

MOUNT VERNON, N. Y. TELEPHONE 2000 HILLCROFT

Spring Goods That Will Sell

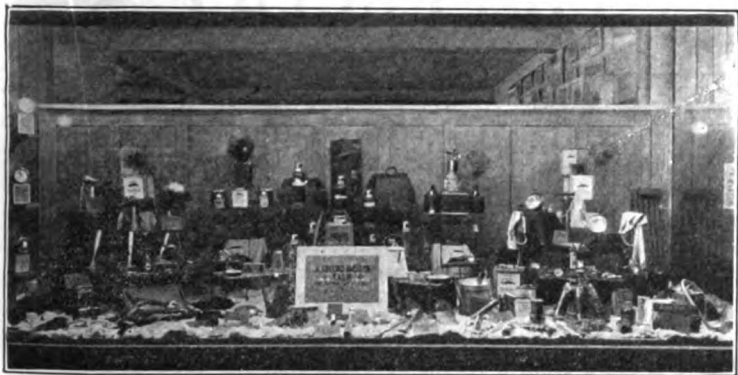


A window devoted to bicycles and children's vehicles and similar lines of merchandise will appeal to the spirit of outdoors that is reborn each Spring

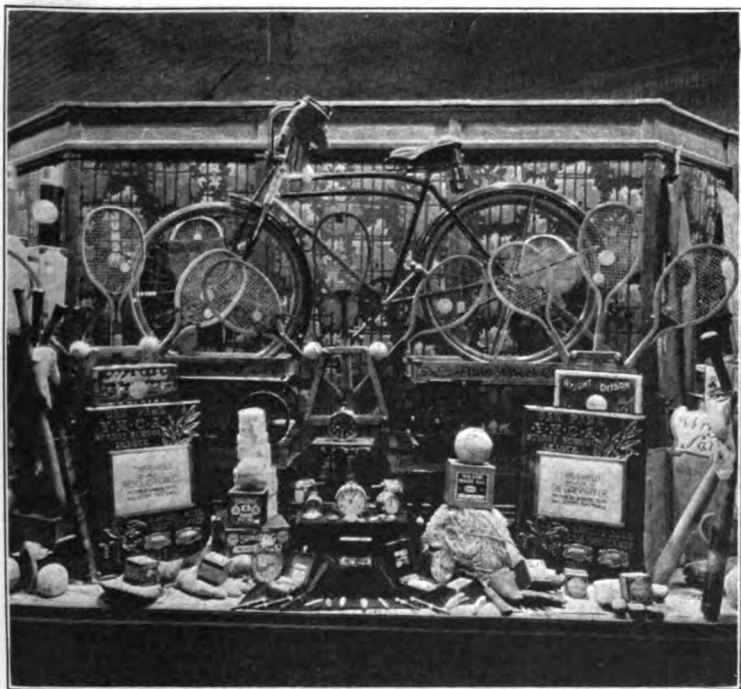


Put your automobile accessories up front these days when motorists are taking their cars out of storage and are buying their new equipment

Fast If They Are Displayed



With warm weather coming on, travel is stimulated and those who travel will be ready to buy their luggage, thermos bottles and other necessary sundries



A window crowded with sporting goods will make an appeal to every lover of sport—an appeal that can be turned into cash by the hardware dealer

EDITORIALS

One good turnover deserves another, and another, and another, and another, etc., etc.

Don't allow that old proverb, "Out of sight, out of mind," to apply to your surplus stock in the basement. Watch for stickers and out-of-dates; get them out where a ray of customer sunshine can fall upon them.

A New Way of Swatting the Fly

WE learn from a recent despatch that the City Commission in McPherson, Kansas, has started out with the avowed purpose of making theirs a flyless city.

According to a new ordinance that has been passed, no person will be allowed to keep more than one horse, cow or hog within the corporate bounds.

All barns, stables, chicken and other animal houses must be thoroughly cleaned three times a week and the refuse carried outside the city to be burned.

Wire flytraps must be placed at the front and rear of each business place.

Heavy fines are provided for violations.

We presume the professional jokers will have a good deal of fun with this new plan, but it is a matter of serious import. We do not know how it is going to work out, but it sounds more sensible than 90 per cent. of the usual city ordinances, and we would like to see live merchants in other cities get busy with the idea of having something done along similar lines. A sanitary town means a good business town and prosperity for everyone.

The New Sears-Roebuck Catalog

THE latest catalog issued by the Sears-Roebuck Company is the most elaborate and expensive one ever put out by such a concern. It has been called a triumph in merchandising. And you've got to give the devil his due. It's a fine piece of work.

The important thing about it to the retail merchant is the fact that this big house, in the face of a loss of more than sixteen million dollars last year, instead of cutting down on its advertising, has increased it by putting several thousand dollars extra into this new book, which is its star salesman.

That is the type of far-sighted merchandising that has made Sears-Roebuck a big and powerful concern, and their example holds a valuable lesson for retail merchants.

When business is good, keep advertising to keep business good. When it is bad, by all means advertise. Advertise more than ever, because more than ever you need advertising when business is slack.

This far-sighted policy is evident not only in the running of the Sears-Roebuck Company and other mail-order concerns. It is seen in practically every successful business house in the country. When the financial depression started after the armistice the firms that weathered the storm were those which increased their selling-efforts. Old salesmen were kept on the road and new men were added. Instead of dropping territory new markets were sought. Prices and values dropped, and are continuing to drop, but the fight for business goes steadily on.

And advertising is an essential factor in every selling campaign, whether it be the campaign of the great manufacturer whose market is the entire world, or that of the small retailer whose market is limited to a few city blocks, right close to his own store.

Help Check the Crime Wave

GOVERNMENT control of gun sales was advocated recently by a New York Supreme Court Justice in sentencing a prisoner, convicted of manslaughter, to a term of from five to ten years in Sing Sing. Charging that the indiscriminate selling of firearms was partially responsible for the prevalence of crime, the Justice said that the Government alone should manufacture and distribute revolvers and ammunition.

While we do not believe that any such radical measures will ever be adopted, it is well to recognize the fact that there is a great deal of agitation on foot now looking toward the restriction or total elimination of firearms. The increase of crime in the United States in the past few years has greatly aroused the public, and this agitation affects the hardware merchant directly. He is in a position where he can help materially in checking crime by exercising the strictest kind of care in selling firearms. It is to his as well as to the public interest to watch more closely than ever before every sale of weapons made in his store.

Business is a good daylight companion but a poor bedfellow.

When the proprietor "doesn't care" why should the clerks worry?

The sound of their own names in your store is music to the ears of your customers.

Is There a Profit to be Made by Renting Out Equipment?

Hardware dealers add to their profits by renting out vacuum cleaners, lawn-mowers and other equipment to people who do not care to buy outright

By CHARLES ABBOTT GODDARD



GENERALLY speaking there is more profit in selling an article than in renting it out, keeping complicated accounting systems on rentals and paying for keeping old equipment in running order. Nevertheless there are numerous hardware dealers throughout the country who think that the profit in renting out a vacuum cleaner, for example, at a small sum a day, is so worth while that they do not hesitate to add every possible piece of equipment in stock to the list of articles which they rent out.

In every community there are families that either will not or can not purchase the many devices needed about a home or a garden. Some do not care to own them, but have no objection to paying rental on them as used. Such families have proved to be profitable customers for hardware merchants who can figure out a plan which will protect them against loss of the devices rented out and at the same time will keep in repair the articles that are most in demand by such families. It has been found that tenants are the most usual renters of household equipment, although the business is not confined to them.

The Handy Man's Job

On the staff of a western suburban store there is a man who serves as porter and delivery and general repair man and is a profitable member of the staff. This hardware store sells a

number of vacuum cleaners and occasionally makes a very low offer on an old one. Thus it has on hand several machines that it owns at a low prices. They have been gone over and put in order by the handy man.

Cleaners Kept Busy

At a charge of 25 cents a day these sweepers are busy almost all of the time. When you figure what that means per month you see that in a short time it equals the selling price and still the ownership remains in the hardware store. That, however, is not the greatest advantage. It means that there are many people coming to the store to rent and to return the machine. These people are constantly seeing things that they need for their homes. It holds the patronage of these people for the store.

Unless the party is a "chronic renter" a letter is sent to him

after a rental has been paid. It runs like this:

"Your rental of one of our _____ Vacuum Cleaners indicates that you appreciate their value in helping with your work. If you wish to save money on one of them it would be worth your while to invest in one. Suppose you let us tell you on what easy terms you can own one, and use it while you pay.

"We will be glad to credit on the price of one the total amount you have paid to us in rentals—a very fair proposition, is it not?"

Thus the offer, which is made at such a time that it will mean quite a generous allowance, has something in it to bring in the prospect.

One hardware man sells a volume of paint far beyond his logical share for the community, and one of the things that he does is to offer to those who wish to do their own painting the use of his extension ladders at a low rental fee. It is an inducement to a man to get busy and brighten up his premises, and the rental helps to pay for the ladders and keep them in good condition.

This service means the sale not only of paints, but of accessories, tools, and many other materials needed for repairs.

Floor waxing brushes are rented out by another store at the rate of 50 cents per day. Thus house-owners and tenants, too, are encouraged to wax their floors at frequent intervals. Needless to say, the dealer sells the wax needed for the job. Many who would not invest in a brush, or who might put up with the condition of their floors, are thus interested. This dealer keeps on file a list of names of workmen who wax

floors, hang wall paper and do other jobs around a house. As this rental business shows where there is house-cleaning in progress it sometimes leads to other sales.

Another store that does a rental business has fifty sewing machines kept pretty regularly circulated. Usually they are kept for several days or a week.

People who will not start to buy them rent them for the visiting dressmaker or for a period of home-sewing. It means a good percentage on the investment.

In many homes there are rooms that cannot be heated satisfactorily by the furnace or the main heater. When a guest arrives, or at times of a cold snap a hardware man rents to such homes oil or gas heaters

(Continued on page 82)





EXPERIENCED

A widower was to be married for the third time, and his bride had herself been married once before.

The bridegroom wrote across the bottom of the wedding invitation sent to a particular friend:—

"Be sure to come; this is no amateur performance."

THE LITTLE BIRD

Customer. "Waiter, a little bird told me this coffee was not strained."

Waiter: "A little bird, sir?"

"Yes; a swallow."

Truth most required is the truth least liked.

QUALIFIED

Newlywed: "There's no place like home."

Longwed: "When some wives go away on a visit."

HE BIT

"Do you see that house up there?" asked Wigge.

"Yes," replied Winn; "what about it?"

"Well, that house was built with money made from many sufferings, writhings, agonies, and much blood."

"Good gracious!" exclaimed Winn, "what brute lives there?"

"My dentist," was the reply.

THE FIRST KISS

She (after the stolen kiss):
How dare you! Father said he would kill the first man who kissed me."

He (coolly): "How interesting! And did he?"

The early bird catches the worm and the late bird catches the hook-worm.

IN ONE CLASS

New Girl (timidly): "I s'pose you're a fine cook, mum?"

Young Mistress: "Bless me, no; I don't know a thing about it."

"Then we'll get on famously, mum. I don't either."

A MYSTERY

Diner: "Bill, please!"

Waitress: "What did you have?"

"Goodness knows! I ordered hashed beef."

THE QUESTION

"Teacher whipped me because I was the only boy who could answer a question she asked the class," cried Freddy.

Freddy's mother was angry. "I'll see the teacher about that! What was the question she asked you?"

"She wanted to know who put the glue in her ink bottle."

IN SERVICE

Soldierly-looking Man: "Yes, sir, I have spent fifteen years of my life in the service of my country."

Low-browed Individual: "So have I. What were you in for?"

LEFT IN A MUDDLE

"Papa, did Walter call on you this morning?" an enamoured young girl said to her matter-of-fact father.

"Yes, but I couldn't make out much of what he said," the father replied.

"Couldn't make out what he said?" the girl inquired. "What do you mean, papa?"

"Well," explained the father, "as near as I could understand it, Walter said he wanted to marry

me: that you had enough money to support him; and that we had always loved each other; so I told him to go home and write it in plain English."

CLIMBING CROCODILES

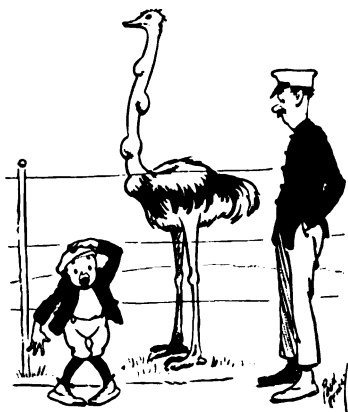
"Your honor, I was not intoxicated."

"But this officer says you were trying to climb a lamp-post."

"I was, your Honor. A couple of crocodiles had been following me around, and I don't mind telling you they were getting on my nerves."



"Ma wants a package of tacks an' some liniment. Pa's gonna lay the carpet"



Zoo Attendant—What's the matter, boy?

Hardware Delivery Boy—I jjust laid my package down about five minutes ago an' now I can't find my door-knobs.

THE DRUGGIST'S CLAIM

Paynes: "I hear the druggist thinks himself one of the biggest men in this town."

Haynes: "I dare say he has a right to look on himself as a 'pillar' of the community."

No man ever graduates from the School of Experience.

TIMES CHANGE

"I was not always thus," said the seedy-looking speaker. "When I first opened my eyes upon this world, our family circumstances were far better than are mine. Time was when I was accustomed to pass this very spot in my own carriage, and my mother—bless her—"

"Used to push it," bawled an unsympathetic member of the audience.

NO JUDGE

Husband: "Did you take me for a fool when you married me?"

Wife: "No, Thomas, I did not; but, then, you always said I was no judge of character."

NO WORRIES

Village Doctor: "To what do you attribute your remarkable age and your wonderful health?"

Old Inhabitant: "Well, I got a pretty good start on most people by bein' born afore germs were discovered, an' so I have had less to worry about!"

GENEROSITY

Dealer: "What will you give me for this horse?"

Farmer: "A load of hay."

"What would I want with hay and no horse to eat it?"

"Well, I'd be willing to lend you the horse till the hay was all gone?"

THE KIND DEED

Scoutmaster: "Well, scout, did you do a kind deed to-day?"

Scout: "Yes, chief, I gave my white mice to our cat."

The world owes every man a living, but unfortunately the world has failed to put up any security.

THE SEAMY SIDE

"Father," persisted the small boy, "what is a speculation?"

Father looked up with genuine annoyance from his newspaper... "A speculation," he said, "is the seamy side of an investment."

If you pride yourself on being a descendant from Early Settlers you had better pay your bills on time.

SATURDAY NIGHT

Pat was helping the gardener, and observing a shallow stone basin containing water, he inquired what it was for.

"That," said the gardener, "is a bird bath."

"Don't be foolin' me," grinned Pat. "What is it?"

"A bird bath, I tell you. Why do you doubt it?"

"Because I don't believe there's a bird alive that can tell Saturday night from any other."

WHERE'S THE ANSWER?

The self-made man stalked in to the office of a great financier with whom he had an appointment.

"I don't suppose you remember me," he began, "but twenty years ago, when I was a poor messenger-boy, you gave me a message to carry——"

"Yes, yes!" cried the financier. "Where's the answer?"

HIS CONVICTIONS

Magistrate: "I am told that you have already been convicted fourteen times for this sort of offense. Aren't you ashamed to have to acknowledge that?"

Prisoner: "No, yer worship. I don't think no man oughter to be ashamed of 'is convictions."

NOT BETTER YET

A lusty-lunged auctioneer was addressing a crowd in a small town. Taking up a box of cigars, he shouted, "You can't get better, gentlemen. I don't care where you go."

"No," replied a cynical voice from the crowd, "you can't. I smoked one last week, and I'm not better yet."

There is no tonic for a person who is bald inside of his head.

STANDING AND RUNNING

Dell: "There is one thing which has always puzzled me in military matters?"

Hill: "What is that?"

"How a standing army can be kept in good running order."



Car Owner (viewing his disemboweled engine)—When'll you have her ready?

Mechanic—Can't say. To tell you the truth, I don't know much about 'em, but the doctor told me to get a job in the open air.

WELSH GEOGRAPHY

A portly Welsh clergyman was struggling to put on his boots when his wife observed: "My dear, you ought to have a valet."

"Well, my dear," replied the witty reverend, between puffs, "if I had a valley where I now have a mountain, it would certainly be nicer!"

NO PLACE ELSE

A small boy who sat opposite a very stout man in the train seemed to be fascinated. His ardent gaze began to annoy the fat man, who demanded, angrily:—

"Why are you staring at me?"

"Please, sir," replied the lad, "there's nowhere else to look."

Meddle with dirt, and some will stick to you.

THE NEW GRAMMAR

"My boy," said the school inspector, "what's the plural of 'mouse'?"

"Mice," said Jimmie.

"Right," said the inspector. "And now, what is the plural of baby?"

"Twins!" said Jimmie.

Don't be a fault-finder unless you are a fault-mender.

ALL WORN OUT

Maisie rushed into the nursery and announced, to the accompaniment of excited clapping of hands, that Auntie had a new baby.

Tommy, who was making up his stamp album, said: "Well, what's the matter with the old one—worn out?"

THE RIGHT POINT

Would-be Author: "The type-writer is too prosaic an instrument for me. My instrument must be attuned to my mood. When I feel fierce and aggressive I write with a steel pen; when I describe beauty, riches,

and power I write with a gold one."

His Girl Friend: "I suppose, then, you use the quill of a goose for your personal letters?"

OLD FRIENDS

Sentimental Sam: "Old friends are the best friends, are they not?"

Henry Hardfax: "They are not. They have an unerring memory for your age and family secrets, and they tell 'em."

HALF AND HALF

An extraordinarily fat woman, laden down with bundles, was offended when the car conductor, a bantam-weight, did not help her up the car steps.

"If you were half a man," she said scornfully, "you'd help me up."

The conductor calmly replied: "If you were half a woman I would."

The fool taxes himself four times as much as Congress.

DYEING TO BE

Page: "I don't like the girl you were talking about; she isn't fair."

Pearson: "No, she isn't, but she is dyeing to be."

COMING AND GOING

Muggins: "I make it a rule to pay as I go."

Buggins: "In these days you are lucky if you don't have to pay coming and going."

He who begins and does not finish has lost his labor.

FORESIGHT

"But, my dear madam," protested a Chicago lawyer to a fair client, "there is no insurance money for you to draw. Your late husband never insured his life; he had only a policy against fire."

"Precisely," said the widow briskly; "that is the very reason I had him cremated."

School Boy Demonstrates Paint—and Sales Increase

If your salesmen know how far a can of paint goes, they can help your customers—and your business

By F. H. SWEET

HE was a freckled-faced, red-headed kid, known to almost every boy in the town, and as he worked in the big display window it seemed that a goodly percentage of his acquaintances gathered before the window to jolly him along. Many grown-ups were also attracted to the window and stayed to watch, for the red-headed boy was demonstrating the simple process of graining various kinds of woods.

Every dealer who handles paints is familiar with graining demonstrations, and there are few stores that have not had an expert from some varnish factory come to show people how easy it is to turn a common floor

into a first-rate imitation of oak.

The demonstration work done by the local boy, however, had a different effect from the work of a factory demonstrator. Many people watch a factory expert work and feel that it re-



There's not much in this window at first glance. The varnished floor, however, tells the story

quires special training to make the grains. But using a boy showed that the job was simple and that anybody can learn to do it quickly. The store that tried this "stunt" that season enjoyed the largest varnish stain business in its history.

The open season for spring and summer cleaning and refurnishing is well worth recognition by the dealer. The window demonstration is but one step in the sales campaign, but it is important and should not be neglected.

A local demonstrator of the kind mentioned here is inexpensive. Any bright school-boy can learn the trick with but little practice. In the larger towns he can put in a few hours after school, while in small places a window demonstration probably will not be justified except on Saturday afternoons and evenings.

The dealer who wants to build up his varnish business should insist that every one of his men know how to grain a piece of board. The manufacturers will gladly furnish graining strips already covered with the ground coat, and the rest of the work is easy.

There are two reasons for pushing the graining part of floor finishing. In the first place it makes a better job for the customer, so that she is fully satisfied and will come to the store for other articles. In the second, it increases the dealer's sales and profits. The sale of a quart of varnish becomes really profitable when a bottle of graining compound, a graining tool,



Using a nationally known figure gave this dealer's window added pulling power

brush and sandpaper are added to it.

Many women, and some men, really enjoy touching up the floor every year, and many others would tackle the job, but for the fear that they cannot do a good job, or because they are forced to put the stain on without getting the graining effect the painter can give.

With all salesmen trained to do graining work, they can demonstrate the ease with which it is done, and can show the customer how to do the work. One or two trials with the tool will teach the customer enough about it for her to complete the work at home.

In almost every town women are coming in for "a small can

of paint for a floor." This is all they know about what they really want, and it is a part of the service rendered by the salesman to turn this want into a benefit for the customer.

The salesman must begin to ask questions. He should know the condition of the floor to be painted. If it is full of cracks, he should suggest crack and crevice filler, explaining to the customer the necessity of filling the cracks that catch dirt and make house-cleaning an endless job.

If a varnish stain is to be used, the salesman should explain that a coat of ground color should be applied first. Some salesmen do not do this, because they fear the customer will get an idea the job is going to cost too much. When it is explained that the job must have at least two coats in order to look right, and that the ground color will fill the pores of the wood better than the stain, in addition to preparing the surface properly for the next coat, it will not be much trouble to make the sale.

How Far Will It Go?

Then the salesman must know what area this stain will cover, in order to suggest a can of the proper size. The average woman's description is that she wants to paint around the border in an average sized room, and to save the life of her she cannot tell the size. A peculiar thing is that she will know the exact size of the rug in that room, and a little questioning by the salesman will give him approximately the margin around the rug. From these dimensions he can work out the

square feet to be covered. If you do not know how many square feet of space a quart of your varnish stain will cover, write the manufacturer at once. You will need the information before the season is half over.

Keep This Information Handy

It is well to make out a card showing the covering capacity of your various paints and to hang this on the shelving in the paint section. The figures vary with paints, and it is impossible to carry all the information in your head.

At this season the dealer can hardly afford to make any window trim without working some varnish stains into the trim. Remember that women buy the varnish stains, and work into your display other goods that will attract them.

Boards showing the unfinished wood at one end and the grained section at the other will always attract attention. A varnished sample placed in a glass jar of water also helps by demonstrating that your material will not turn white when water is spilled on it.

Some dealers carry the water demonstration to the point of keeping a kettle of hot water in the paint department on busy days during the varnish season, and pouring this over finished samples to show customers that hot water doesn't spoil them.

Good varnish stains are high now and some customers are going to refuse, at first, to pay the price. This means that the varnish salesman must know the story of varnish and be able to tell it convincingly.

Kauri gum, an important ingredient of good varnish, is imported largely from New Zealand. Natives go over sections where forests of kauri pine have formerly grown and thrust wire spears into the soil, feeling for pieces of this gum. Sometimes pieces weighing a hundred pounds or more are found. The substitute for kauri gum is common resin, which is used in the manufacture of cheap varnishes.

Some dealers keep small pieces of kauri gum and resin in their paint departments. When a customer complains of the price of a high grade varnish they hand her a piece of the gum and resin and ask her to grip each one in her hands for just a moment or two. When the customer opens her hands she finds that the resin, on account of the heat from the body, has adhered to her hand while the other gum is not affected.

Applying the Explanation

The salesman then applies the illustration by calling attention to the number of times the customer has had her clothing stick to chairs she has been sitting on. He explains this was due to the varnish being made of resin instead of kauri gum.

Another demonstration especially desirable in selling high grade varnishes is to hand the customer the sample gums and a knife. Ask her to draw the knife sharply across both gums. The resin will have a white streak, because it is brittle, but no mark will be on the gum.

The salesman then explains that some floors show furniture

and heel marks easily because they are finished with a varnish made of resin body which marks easily, while that made of the other gum shows no marks.

Illustrations Sell Quality

Simple illustrations of this kind will nearly always convince the customer of the necessity of paying more to get the highest quality of varnish made.

There is far more profit in a two-dollar sale of varnish stain than in a fifteen-dollar sale of lead. In spite of this some salesmen will spend half an hour trying to sell a particular brand of lead, and then think the woman who has a floor to finish should take any can of paint offered without explanation.

Nothing in the paint department pays a better profit than varnish stains, particularly if the dealer chooses his colors and quantities with discretion.

There are certain ready sellers, such as light and dark oak, on which the dealer cannot go wrong. If he will put most of his investment into staple colors of this kind, and eliminate most of the slow-selling colors he will speed his turnover immensely and increase his profits.

Get the varnish stains out front and keep after them. If every man in the store does not understand selling them, a little store meeting for talking matters over will be of great value.

HAD THE GRIT

"Dar am one t'ing Ah like 'bout de Prodigal Son," said the negro preacher: "de boy had de grit ter walk home 'stead er telegraphin' fer money."

THE REWARD OF MERIT

By Eugene J. Meyer

Illustrated by F. A. Hamilton



JAMES MARTIN, assistant credit man for Heflin-Mansfield Company, hardware jobbers, paused with uplifted pen. He was concentrating, but not on the task before him. The early spring sunshine streaming through an east window was a harbinger of warmth and of little green growing things. James' eyes sparkled.

It wasn't only from the sunlight but from the wonderful sheen with which the many bright shafts seemed to endow the curly locks of a dark-haired young woman who was busily operating a typewriter just across the aisle from the hungry-eyed young man.

The unspoken word was heard and two skillful little hands rested momentarily over the padded keys while two blue, blue eyes glanced quickly across at James Martin at the other desk.

Just what the blue eyes discerned in the warm brown ones I am unable to state. It might have been a look of condemnation because the young woman, flushing slowly and wonderfully, remonstrated, "Jimmie!"—but it wasn't.

James manfully lowered his gaze and endeavored dutifully to concentrate on the duty of entering certain dates in red ink before the names of various delinquent hardware merchants whose names were listed alphabetically on a sheaf of specially ruled sheets. These sheets were his "ready reference" of past due accounts and were compiled by efficient Mary Charlton on the first of each month from the statements handed to her by the assistant credit man. The red entries indicated the dates on which Mary was to draw a draft on the somnolent merchant. Each day remittances received

were checked off, so the record was always kept right up to date and easily available.

THIS scheme James and Mary had worked out between them one evening at Mary's home where James was a regular semi-weekly caller. The modest little diamond on Mary's ring-finger was a promise which was to be fulfilled when James' monthly salary hit the two hundred mark. It was one hundred and fifty at the present time.

Grey-haired Mr. Heflin, the founder of the business, stepped briskly out of his private office. "James, Mr. Crabit 'phoned me yesterday evening that he was called to Pittsburgh suddenly on account of his brother's illness, so it's up to you to sit on the lid until he gets back—probably three or four days. I'll be away from the office myself today, so

if anything pops that you can't handle, be sure to refer it to Mr. Mansfield."

"Yes, sir, I will," promised the assistant credit man, as Mr. Heflin turned to wish Mary a pleasant "Good Morning."

The temporary absence of Mr. Crabit, James' superior, meant additional work, and that young gentleman therefore settled to his task in earnest.

By nine-thirty o'clock the following morning the statements were all in the mail, the usual early correspondence dictated, and James had just requested Mary Charlton to bring out the day's allotment of "follow-ups" when a telegram was handed to him. The message—a night telegram—was dated at Ashland, a city up-state, and read:

"Heflin-Mansfield Co.,
Cleveland, Ohio.

Pat Kelley, hardware merchant, in financial straits. Owes seven thousand past due merchandise accounts. Am on ground representing three other hardware jobbers. Wire immediately amount your account and authority to represent you.

Iva Grafft."

James Martin read the telegram twice. His eyes sparkled, but with no tender thought this time. He had met this man, Iva Grafft, on several occasions and hadn't a particle of love for him.

Grafft operated under the name of "Central Jobbers' Adjustment and Collection Agency" and solicited the accounts of wholesalers and jobbers only.

He didn't bother with the past due accounts of retailers.

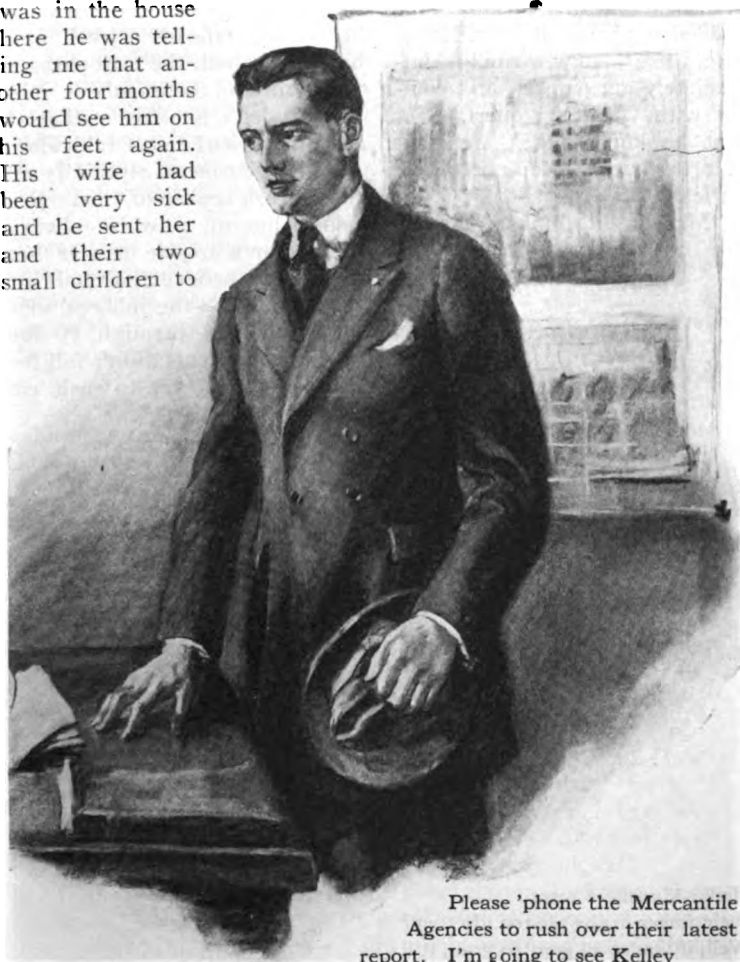


He played for big game and had been known to term himself modestly "the Watchdog of the Jobbers' Books."

Mary stepped quickly across the aisle in response to James' urgent gesture and was proffered the telegram.

"Jimmie, that's the meanest thing! I'll just bet Pat Kelley is all right. The last time he was in the house here he was telling me that another four months would see him on his feet again. His wife had been very sick and he sent her and their two small children to

California for a six months' rest up. The doctor absolutely ordered it. A—a—and then, to cap the climax, he said the bank he was doing business with failed and the three thousand dollars he had on deposit was tied up. He said it would probably be for four months and it only happened thirty days ago. Oh, Jimmie, can't you do some-



Please 'phone the Mercantile Agencies to rush over their latest report. I'm going to see Kelley

thing that will help him out?"

With those pleading blue eyes within twelve inches of his own, James would have tackled the Rock of Gibraltar with a toothpick.

"Listen now, Mary, there isn't a minute to lose. I can make the ten-thirty express and be in Ashland tomorrow morning at seven. No use bothering Mr. Mansfield with this." Mary nodded emphatically. Mr. Mansfield, she knew, would immediately get panicky and comply with Grafft's request. Not that he knew Grafft well but that he knew credits a whole lot less.

"Mr. Crabit thinks Grafft is

a wonder and was telling Mr. Heflin about him one day. It tickled me stiff when Ed P. cut in with, 'Yes, he's the customer. I believe, who took an assignment to himself of the Red Cloud Hardware Company for the 'benefit of creditors'!' I've never yet been able to see where anyone but the fellow himself benefited. It certainly wasn't the merchandise creditors. I believe the fellow's a leech and battens on both the unfortunate merchant and the impulsive jobber. I don't like his methods! And, in spite of that, Crabit does slide him business, especially on these rush calls of his. Reminds me of a wolf—always picking on a cripple, and at that I honestly believe that half of them would get the jobbers' support and pull through if the credit departments didn't fall for these guys who try to rush 'em



Heflin-Mansfield want their finger in the pie too, do they? Well, if you're all goin' to grab, it'll never go all the way 'round

off their feet and—." James' indignation cooled as his eye caught the impassive dial of the large wall clock. "Mary, please 'phone the Mercantile Agencies to rush right over their latest report on Kelley, while I slip out and buy a toothbrush and a couple of collars. Light marching order this trip!"

BY ten o'clock James was in the office. Mary already had his portfolio packed with the credit file on Pat Kelley, and now hastily tucked in the collars and toothbrush. "Good luck, Jimmie dear,—do what you can for Pat Kelley, won't you?"

"I certainly will, honey," and Jimmie managed to squeeze her fingers hard as she handed him the portfolio.

At seven-fifteen the following morning James Martin slapped Pat Kelley on a somewhat bowed shoulder, as that red-haired individual was unlocking the door of his establishment.

Poor Kelley was nonplussed and showed it. "Another one, hey? Heflin-Mansfield want their finger in the pie, too, do they? Well, there's just so much pie, and if you're all goin' to grab a knife, it'll never go 'round. Mind what I'm telling you, now!"

James was impatient. "Cut it out. Pat! I'm here as the best friend you've got right now, and I just want you to answer my questions as accurately as you can. Our house will stand by you. I——"

The relieved Mr. Kelley grabbed for a wrinkled ban-

dana and blew vigorously. "I don't mind for myself so much—but I'd never have the courage to write the Missis. Now, what's on the program? I know that guy Grafft's at the bottom of it all, because he called on me twice again yesterday afternoon with two telegrams that he'd received placing two more accounts with him for immediate collection. I just can't go out and pick the money out of the street to satisfy him—and he's still in town. I've a good notion——"

"Save it," cut in James. "Tell me, did you give him a list of your creditors?"

When Kelley answered in the affirmative, James almost groaned. "I knew it! Sit down and run me off an exact copy of the list you gave him."

In ten minutes the list was complete. It contained the names of fifteen creditors. James quickly checked it over and totalled separately seven of the smaller amounts. "These seven smaller items total but three hundred ninety dollars. We won't bother with those fellows right now. The other eight includes our own account and amounts to about six thousand. Is this list complete?"


"THAT'S every cent I owe. Mr. Martin. Sure I ought to know 'em. I've been that worried I've dreamed about 'em 'most every night."

"What's your stock total right now?" Kelley consulted a ledger: "She invoiced twelve thou-

(Continued on page 70)

Every Auto Tire Tagged for Record

A WIRED tag is attached to each automobile tire in the Linder Hardware Company of Tulare, California. This tag, as can be



LINDER HARDWARE CO.
TULARE, CAL.

Our No.

Style No.

Serial No.

Cost	Sell
-------------------	-------------------

Purchaser

Date

Keeping records of auto tires is simple with a tag like this

seen from the illustration, gives the identification, price and cost marks, and has space for the purchaser's name and date of purchase.

When the salesman sells a tire he removes the tag and turns it in to the office. There, in the buyer's desk, is a large book in which is entered the number of the tires put into stock, together with their cost. To this information there is added from the tag, the date of the sale, the price at which the

tire is sold and the purchaser's name. Later on, if Mr. Tire-Buyer comes in with a complaint, it is easy to verify facts as to the date of purchase. This lessens the temptation to understate the use the tire has had.

It is also useful for giving the buyer information as to what tires in his stock are old. His book will show this and he can easily single out for attention such tires as the records show to be past due for selling.

The Busiest Man In the World

THE following ad by G. F. Plaisted, York, Me., which appeared in the local papers some time ago, showed that his was one of the genuine, old-time country stores. "If You Want" is the heading of his advertisement which invites people to call at his store for crockery ware, tin ware, barbed wire, pumps, paints, oils, wall paper, boots and shoes, tea, flour, patent medicines, clocks, watches, jewelry, hay scales, ropes, superphosphate, etc. He also prepares prescriptions, collects bills, places life and fire insurance, writes wills, bonds, leases, agreements, etc.; does job printing, is sole agent for a hot water heater, and is a notary public.

"If," says he in the advertisement, "you want anything not mentioned here you can obtain it by calling on Plaisted. If you don't want, and know of anybody who does want anything indicated above, please send them to Plaisted, at the corner store, York Center, Maine"—
The Spatula Publishing Co.

An Ancient Hardware Store Takes On New Life

Bowdoin & Brattle, of Boston, with a history that rivals Plymouth Rock, becomes rejuvenated when Mr. Bowdoin decides to step out and do some progressive advertising

By DANIEL LOUIS HANSON

SOMEONE, in a moment of acute inspiration, wrote: "Partnerships, like marriages, are made in Heaven."

And what I have seen of such affairs has caused me to wish fervently: "They should be kept there!"

In the Elysian fields, it is possible, barely so, that personalities get so attuned that they can walk side by side, think along the same line and not scrap. Barely possible, I said.

Early partnerships resolve themselves into two classes. The one is made up of live wires, possibly both partners, but at least one, and they come to a quick end. Generally all the contestants are carried home on shutters.

The other type, placid partnerships, linger longer but in the end are more fatal. The partners, to avoid friction, maintain a perfect balance. Which means they make no progressive efforts. Effort on the part of either would create suspicion in the other. Why have suspicion? Better, far better the twilight hour of business.

But twilight deepens and deepens into the darkness of midnight.

All of the above is preliminary to introducing Messrs. Bowdoin & Brattle, Hardware, Cutlery and Mechanics' Tools, of High street, Boston.

Introducing the Ancients

Take the proper turn in coming from, or going to the South Station, and you will run right into Bowdoin & Brattle's establishment.

While the sign on the windows shines bright, I always

have felt that the Historical Society has failed singularly in not placing a bronze tablet on the building, for the establishment has more traditions clustering around it than has Plymouth Rock many times over.

The Family Business

Not only years—for the first partners founded the store in 1631, but in what brings cobwebs in greater abundance—management by family succession, generation upon generation.

Plymouth Rock has never had that to contend with.

The first Bowdoin was cousin to the first Brattle. In ordinary towns the thin thread of relationship of this remoteness would break off after a generation or two. In Boston it becomes a cable with the passing generations—so thick, too, that it becomes unwieldy. Such with the firm of Bowdoin & Brattle. Thick, and beginning to kink.

The first two of the name were merchants; they traded with Indians, sold chandlery to the few ships that made Massachusetts Bay, and swapped goods with the settlers for furs or other articles of barter. They made money, did the Puritan cousins, and seemed to have divided it up fairly satisfactorily, for their wills, in the Boston Atheneum, contain strict conditions as to descent of the property held in partnership. Also as to its management.

They believed in the business, did Messrs. Bowdoin & Brattle of Boston.

It would be interesting to follow the firm down through the centuries to the early part of this, when I first got acquainted with it, on coming from the West. A dozen romances at least, must be tucked away in the old archives of Bowdoin & Brattle, High street, Boston. But these are for the historian. Mine, the more practical—possibly no less fascinating—task of chronicling the firm's new life, started only a few years ago.

Eliminating the Mummy

It culminated the day that Elmer Bowdoin threw his cousin of the nth degree removed, Robert Brattle, out into High street. Look up the old files of the *Transcript* and you will find it discreetly referred to. Louisburg Square and Mt. Vernon street read the account behind drawn shades. More modern Beacon street, shrugged its shoulders and said it might have been expected.

"Robert Brattle has been a

mummy these many years. He had it coming to him. Hope it isn't too late for that Elmer Bowdoin to get some life into the antiquated concern."

And the bankers down on State street began to look into the financial standing of the re-organized firm. Of course, Elmer Bowdoin would want to do some borrowing to get things ship-shape.

From that it can be seen that State street, Boston's financial heart, had kept one eye on Elmer Bowdoin. For if a heart hasn't eyes, it can't keep beating in tune with business.

Calls the Credit Men

But Bowdoin beat them to it. He 'phoned for both the Dun and Bradstreet representatives and laid all cards on the table before them.

"I have bought out Mr. Brattle," and he showed the bill of sale. Curious that it was of same date as the propulsion of the pudgy Brattle onto the granite blocks of High street. Business is made up of Kismets. This was another of them.

Then Elmer Bowdoin told about how much money he had, what he intended to do in the way of reviving the business. Yet, he was going to stay on High street. Why not?

"Summer street would be better, of course," suggested the Dun man.

"Yes, but what fun would there be in putting over a proposition on Summer street? Anyone can do that on a thoroughfare where hundreds of thousands pass daily. It will be

real sport to do something on High street, where there is only one passerby to a hundred on Summer."

The commercial men then recalled something about Bowdoin's football record at Harvard. Was it not entirely likely that the commercial battles of the United States were to be fought out on the football fields of its colleges and universities?

I first saw the Bowdoin-Brattle store a month or so after his. The glass and copper front wasn't quite finished. There was record time made on installing that front, so I am old. Only three weeks from the day Bowdoin called in the architects from Park street, till the window cleaners came.

I might mention in passing, though Bostonians need no reminder, that the window cleaner is part of the Bowdoin-Brattle staff. I actually think that Mr. Bowdoin would go on two meals a day rather than have the washer of those expanses of glass miss them in a daily round.

Bowdoin Takes Stock

Elmer Bowdoin I found to be a man of some thirty-five years of age, thin and tall. He wore a short-cropped moustache, both at and his hair being black. He spoke quite rapidly, clipping his sentences short at times. All in all a live wire, and connected up to carry the peak of the load regardless of weight. "Yes, I have been taking stock—" he followed my eyes that had rested on the pile of patch books on the desk—"and

just now I am going a step farther than we ever have before in this concern. I am going over our assets in the way of customers."

Getting the Passerby

Bowdoin hadn't found those assets heavy, he said. Old families that patronized the High Street Store from force of habit. "Unfortunately they are not heavy buyers, and the families are dying out. Then old estates, but the trouble there is that they are getting new trustees, and turn elsewhere. Then chance passersby."

He had reached out for the last mentioned first; the window appeal was to them. Splendid windows they were proving to be, and sure to attract attention. His was the first concern of the kind to light up at night.

His program was along these lines: show-windows, newspaper advertising, new lines of stock and direct mail advertising. When I cautiously mentioned "sales force" he explained that as business grew, he could find other work for the five rather antiquated clerks.

"They have been handed down to me," he said, and I could not but admire his loyalty to the old retainers.

"But first I am going to get some of this ancient stock to move," and he handed me a proof of what was the first advertisement under the new management. It filled a third of a newspaper column and was simplicity itself in every detail.

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A County Comes to a Hardware Store

(Continued from page 22)

big, enterprising, albeit human business consists of fourteen enthusiastic young men and women—and "Mother" Murray, the mother of Bob and Phil and Quentin Murray, and the guiding counsellor of the firm. Now I hate the word "co-operating" because it is one of the most over-worked in the language. And yet you can't leave it out when you're talking about the Murray Company because it's the living incarnation of Co-operation. The stenographers in the store are as jealous of its reputation and success as the owners. And it was only that spirit of working together that made possible the entertainment of more than fifteen thousand persons in a hardware store in a town of three thousand.

When you have come away from this Big Party you understand also why the Mail Order Houses don't keep Bob Murray awake nights. In fact, I'm a little afraid that if every county in the United States had a Murray Company in it, Sears, Roebuck would soon pass into the hands of the Salvation Army.

"Well, what do you do about mail order competition when you *do* run up against it?" I asked Bob, the oldest Murray.

"I Meet It"

His blue eyes kind of twinkled when he answered simply, "I meet it." And then he went on to explain that by buying in large quantities and at a good

price, by discounting every bill received and by being satisfied with a reasonable profit, the firm beat the catalogue houses on price nearly every time. And when the mail-order people had the edge on price, he simply met it straight.

"But those occasions are rare," he continued, "We give our customers high-class merchandise, and they know by experience that our reputation is beyond question. We give them service. And our annual parties have helped to gain us their friendship and good will. I guess that's all there is to it."

Annual Clean House Drive Sells Paint

A WESTERN hardware dealer has a novel and effective method of boosting his paint sales. Late in May of each year, with the slack season among farmers approaching, he sends his crack salesman out into the country with samples of paint, color cards and price books. June is the "paint" month for the average farmer. Often, however, he is inclined to put off the job and then find it too late, that an unusually early haying season or harvest prevents his giving the barn or the house the needed coat of paint.

This dealer's method has increased his paint sales twofold.

TOO MANY HITS

"Yes," said the old actor. "I'm going to retire to private life."
"You'll be missed when you leave the stage," said a friend.
"That's just the reason. I'm tired of being hit."

The Hardware Man Is The Farmer's Ally

(Continued from page 13)

pitch forks, thrown onto the hay rigging, hauled to the barn and there hoisted up with grapple fork and hay rope to the hay car in the top of the barn. From there the hay is speedily tossed down into the mows and the haying harvest is ended.

Equipment for Harvesting

But you dealers whose business is done largely with farmers can realize full well that while haying season is on, there is a great turn-over in the hardware equipment which goes with his important harvest.

Hay rope amounts to a big item with us each year; sections and guards for repairing the mowing machines must be instantly available for quick installation on the machines, lubricating oil must keep all parts in perfect accord; rake teeth must be replaced when broken; bulleys and harpoon forks are required, together with hay car and track equipment to install one of these necessary outfits in the farmer's barn.

Soon he will be turning his attention to cutting corn and filling silos which implies the use of gasoline engine and corn cutter, and, much later in the season, he will shell the ear corn which did not go into ensilage, and then the hardware man will furnish him with a corn sheller.

Grain harvest has its own implements and machinery, but in his section it does not cut as big a figure as some of these other

crops, and so we will merely mention it in passing.

The potato harvest has its own special equipment, too.

The ultra-progressive farmer uses a potato digger, although these implements are still too unusual to be in average use. The potato hook and splint basket seem to be the favored tools on most farms and it is surprising what a lot of territory an industrious farmer can cover in a day with his hook and basket.

Almost at this same season of the year comes apple picking and this time the farmer calls upon his hardware dealer for such supplies as ladders, picking and carrying baskets.

In the Fall of the year, come the Agricultural Fairs throughout the country.

We are fortunate in having one of them in our own town and it is said to be unrivalled in the state attendance, popularity and beneficial results.

The Year's Big Opportunity

This Agricultural Fair is an annual institution which offers the small town hardware dealer a rare opportunity for getting better acquainted with his farmer customers and for displaying merchandise of direct interest to them, at a very logical time for such display.

In our case, we have a display on the fair grounds every year during Fair Week and we try to make quite an event of it.

With an attendance of several thousand for each of the big days, you can see the opportunity afforded the dealer; he can

display his implements under the most advantageous conditions.

In many instances the farmers count on Fair Week as their one vacation during the whole year. They are here for the purpose of visiting and looking around and it does not require any world-beater to get them interested in these displays; this is one of the very things they have come for, and many good business prospects result from these friendly chats with the farmers who come to see your booth.

How Fair Week Makes Business

Frequently we start to show one farmer a certain implement and before we have finished with him, there will be an interested audience of a dozen or

more grouped around asking questions or commenting on it.

Suppose a farmer is going to build a barn; we can show him barn equipment, stanchions, roofing and paint and other necessities. We get his name, if he is a stranger, and jot down notes on what he seems to be interested in. Such a prospect will later receive a personal follow-up letter from us.

If you are so located that you can try an Agricultural Fair display this year, we recommend it very highly as a means of getting acquainted with your prospects, and if you are a small town dealer, you will know the value of acquaintance in building up a substantial farm trade.

Bunyan Duckworth Hunter

(Continued from page 29)

let me take inventory of the stock once, several years before, but never afterward. He said it disarranged things so he couldn't find what he wanted.

When he absolutely forbade me to send out statements to people that had been owing for years and were well able to pay up, an uproarious row ensued. He ended up by firing me bodily from the job.

"Go home and help your mammy manage the housework," he said, "You'll never learn anything about the hardware business. You're too imaginative. What you ought to do is think up crochet patterns and cooking recipes. Get out of here now, before I get mad and throw you out." I must concede that Father is still pretty husky.

There was one other hardware store in the town. A man named Tigg ran it. He was a lukewarm sort of a fish who meant well but didn't know how. He occasionally sold a three-cornered file or a sheet of sandpaper, I suppose, but I don't know for sure. I went in and struck Tigg for a job. He was the kind of man who would listen to anything out of politeness. He had many of the latent instincts of a gentleman.

Anyway I spoke to him.

"My proposition simply is this," I told him. "This man Hunter, who happens to be my father, has repudiated my methods and denied my business acumen. What I want to do primarily is run him out of business. I'd like to make him hard

to catch. He ought to retire anyway, he's got plenty to keep him in comfort, and besides that he's a disgrace to modern hardware-selling with that antebellum rookery of him. Now, here is what I propose: I'll work for you on a contingent basis. You let me put my ideas into practice, and you keep the books. I'll split fifty-fifty with you on all profits over and above your average monthly net gains prior to my taking the job. Talk fast, I'm in a hurry to start."

"**W**HY," says Tigg. "I'd say that that's a fair proposition. You're not up to any cute tricks I don't reckon, are you, Bun?"

"Nary a trick but what'll fetch in the business," I assured him. "And don't call me Bun. I'd prefer to be called Heck, or Bud as a last resort, but never Bun."

"I'll call you Bill," he decided, and he did. We got along fine. Tigg was constitutionally lazy, but he responded to suggestions the easiest of any man I ever saw. He worked a lot of the surplus fat off him doing what I told him to do, and felt better physically and mentally for it.

In about a week or ten days people in town woke up to the fact that there was a real, blown-in-the-bottle, up-to-date hardware store in that man's burg. One of my first moves was to have Tigg rejuvenate the front of the store with bright, fresh paint. The colors were orange and black, with a tiger-striped awning to match. It arrested the eye from afar off.

We rented a quarter of a page in the *Argus* regularly and I wrote the ads. They were cunningly concocted baits. There was always some item in common demand priced so cheap as to make 'em think they'd swiped it. Once we got 'em in the store we managed to sell 'em something else with it. We put practically the whole stock on display. We had bargain counters of broken lines of carpenter's tools and a thousand odds and ends. We held a big Saturday sale of granite ware and sold every woman a dishpan for two-bits. Four women fainted in the crush.

I HAD a heart to heart talk with the marshal and prevailed upon him to enforce the dog license ordinance. We sold 150 dog collars at a dollar per each as a result. We filled a front window with rabbits and little chicks and started a rattling business in galvanized feed boxes, drinking-fountains, hen-coops, rabbit-hutches, and what not, to say nothing of poultry netting, brooders, incubators, mixed poultry feeds, oyster shell, roup medicine and vermin powder. One thing led to another. It was only a step from roup medicine to hog, cattle, and horse tonics. The reason people buy a lot of things is because they know where they're for sale. We kept the public informed through our ads and then they did all the rest.

In a couple of weeks I had half the school kids selling aluminum ware on commission. Nothing like letting all hands.



The McCaskey Complete System—Credit and Cash

Stepping Forward with McCaskey Systems

"They Save—Collect—and Earn"

**Ask About the Credit System—Cash System—and Adding
System in One Complete Combination**

BOTH CREDIT AND CASH MERCHANTS

**Are Now Served By
McCaskey Systems**

A new McCaskey Cash Section unites with the McCaskey Register System for credit accounts to form the McCaskey Complete System—Credit and Cash.

Where McCaskey Systems have been equipped to save time and money in the keeping of credit accounts, the McCaskey Complete Systems—Credit and Cash—are also prepared to give equally efficient service for the cash end of the business and simple yet complete records of all money controlling accounts.

No credit account losses with McCaskey Systems! No more cash leaks and losses! Complete departmental and clerk checks! A system for you, credit and cash or cash business!

THE McCASKEY CASH SECTION

**Registers your sales!
Departmentizes your business!
Adds your cash, credit and all
totals!**

It controls your accounts, cash or credit, with greater speed and with mechanical accuracy.

It tells you in the least possible time, within a few minutes at the end of the day, **THE WHOLE STORY OF YOUR BUSINESS STANDING.**

A card to the McCaskey Register Company will bring you all this information without any obligation on your part. If you have leaks and losses, want better collections or consider your profits too small, you need a McCaskey System.

**The McCaskey Register Company
Alliance, Ohio**

Say you saw it in GOOD HARDWARE

SINGLE UNIT COMBINATION

**Meets Needs of
Small Dealers**

When the McCaskey Company took the step forward and included a cash section in preparing a more complete service to the merchant, a small credit and cash system was devised to meet the needs of the small dealer with few credit accounts and a flourishing cash business.

Many have been the calls to the McCaskey Register Company for a system to handle from ten to twenty-five or forty credit accounts and at the same time keep complete cash and control records. The Single Unit Combination System—Credit and Cash—is now produced to fulfill this need.

THE NEW McCASKEY BUSINESS RECORDER

A single handy volume keeps permanently every daily, monthly or yearly record received as the result of McCaskey System operation—Credit or Cash.

It gives complete record of clerk sales, department sales, controlling and miscellaneous accounts, check and invoice records, total business records and Income Tax figures complete with allowable deductions.

Every business, credit or cash, must keep track of its progress. This control is made possible by the use of the McCaskey Business Recorder, a part of all McCaskey Systems.

For Any Business for Credit or Cash

"They Save—Collect—and Earn"

**Keep Credit Accounts With "One Writing"—Register All
Sales—Secure All Totals With Speed and Accuracy**



**The McCaskey Register
Company
Alliance, Ohio**

The McCaskey Combination Single Unit Credit and Cash System

Say you saw it in GOOD HARDWARE

as well as the Gold Dust twins, do your work. The pretty part of it was that we paid most of the commissions in trade—red wagons, sleds, skates, tops, kites, marbles, baseball equipment and fishing tackle—thereby making a second profit. Brains are a wonderful asset in the busy marts of trade.

BUT alas, we are now coming to the sad part of this chronicle. Hit up a little sob-music, professor, please. The end of the first month came, finding the Tigg hardware emporium doing a rousing business. I had a suspicion that Hunter & Co. was strictly on the greased toboggan which leads to a commercial oblivion. Father wasn't doing enough business, if I guessed right, to pay him for the wear and tear of unlocking his front door. But Tigg was flourishing. His place was thronged with eager buyers. We'd even schooled 'em quite a bit in the happy art of paying cash for the stuff they bought. And that's a hard trick to put over in the average run of small towns. We worked it by having a series of spot-cash, cut and slash sales. Well, we rounded out the first month and friend Tigg took off his trial balance. I was watching him when he set down the final totals. His eyes were sticking out like a pair of onions.

"Why, why," he gurgled, "the sales show a net gain of a little over five hundred dollars. According to our agreement, Bill, you've got two hundred and

fifty coming to you. Gee-snazzers! That's unbelievable."

"Unbelievable? Not a bit of it," I purred. "It's merely a small manifestation of my sound and profound system. I'm there with the gray matter."

"But it ain't fair," he objected. "It's too much money to pay a clerk. Why, I can take my pick of the best clerks in this town, out of the banks and all over, for seventy-five or a hundred a month. Two hundred and fifty dollars! I expect I could hire a doctor and a lawyer both for that money. Bill, you've swindled me. You have just stood around and found fault mostly; you haven't done any big amount of work yourself. Me and the other clerk 've done all the heaving and lifting. You don't even sweep out the store. You're making big money by a fluke."

OH, so I'm making it by a fluke?" I snorted. "You better guess again, Tigg, old top. Sure I don't have to do heavy-set work. I'm furnishing the brains. I get paid for what I know, not what I do. I think up the ideas, that's the important thing. Any old plug can put 'em into execution. It's the idea to begin with that does the business. I say to you, your face is dirty. Is it up to me to wash it for you? Certainly not. That's your job. I'm a constructive critic. I tell you what's wrong with this dump of yours and how to fix it. But I don't furnish the dream and its interpretation too.



Whitlock Manila Rope Tables Will Aid You

Every progressive dealer should have a copy of "Rope Schedules" at his elbow when purchasing or retailing Manila rope. These tables give the cost per 100 feet—at various pound prices—of all usual sizes, weights per coil, working and breaking strength of Whitlock Manila, and other useful data.

A copy of "Rope Schedules" will be sent to any dealer who reads *Good Hardware* and wishes to buy rope intelligently and sell it at a profit.

WHITLOCK CORDAGE COMPANY

46 South Street, New York

Factory and Warehouses
Jersey City, N.J.

Branches
Chicago, Boston, Kansas City
and Houston

JUST SEND THIS COUPON

WHITLOCK CORDAGE COMPANY, 46 South Street, New York.

Please send me, free of expense, a copy of your "Rope Schedules."

Name

Address

.....

Say you saw it in GOOD HARDWARE

Dealers—Write for information how to obtain, free of charge, set of three large window display cards handsomely lithographed in colors. Center card like this illustration.



Don't throw it away - mend it with
MENDETS
A PATENT PATCH
SAVE TIME AND MONEY

A good profit-maker in these days of economizing

In these days when housewives are trying to keep down the family budget, Mendets are selling faster than ever.

Mendets mend leaks in granite ware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods, and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made water-

tight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Trial Offer to Retailers

One carton of two dozen 10c packages and one dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Cost of carton to you, \$3.50. Retail at \$5.40. Use the coupon.

Collette Manufacturing Co., Amsterdam, N. Y.
Please send me at once 1 carton of Mendets as described above—\$3.50. (It will be billed through your jobber.)

Jobber's Name
City
My Name
Address
City State



I'd suggest now that you cough up two hundred and fifty without weeping any more."

"OH, I'll pay it," he said. "I wasn't aiming to break my agreement. But it's too much. I cancel our contract right now. If you want to go on working as you been doing at say a hundred a month straight salary, I'm agreeable. But if not, I guess I'll have to look around for another clerk."

"Pay me and start looking, Tigggy dear," I said curtly. I've just got an idea I want to try out anyway. I have a hunch I can cash in fine and dandy on my talents as a business rejuvenator. I'll look around and find these birds with stores so dead they're not worth burying and I'll proceed to infuse the hot blood of life into 'em again. It looks to me like a golden opportunity. The country is full of poor boobs like you who are running stores by the brawn system instead of brains."

"Bill, I'll have to say this much for you," he said when he had counted out my two-fifty. "You won't have any trouble giving yourself a good recommendation under any and all circumstances. You're not a bit hazy about being a world-beater."

"If the store lays down and dies on your hands again, send for me," I said, shaking hands. "I'll put the breath of life into her for you—if you're willing to pay me my price." I left him looking satisfied with himself.

Father was sitting on the

porch at home when I arrived. He appeared to be pre-occupied with some sort of a thought he was mulling over in his mind like a pup worrying a bone. He regarded me with a calculating stare. We were good friends except, of course, in the matter of business relations.

"Howdy, Father," I said pleasantly, "how's trade?"

"Trade's punk," he admitted. "I never saw business slacker in thirty years. Your fat-headed friend Tigg seems to have grabbed about all that's running around loose. But even at that, I guess he's merely swapping dollars. Profits in the hardware business these days are few and far between."

"No, you're a bum guesser, Sire," I informed him. "Tigg's making good money. If you get the buyers and use a little gump-tion, you can make it all right. The only trouble with you is that your system is obsolete."

"UM," he said, groggily I thought. Father seemed to be losing pep as he grew older. He didn't come back with the good old bang of olden times. "Um," he deliberated. 'Bun-yun, how would you like to take a little vacation?"

"Don't call me Bun-yun!" I thundered. "What do you mean, vacation?"

"Why, seems to me you're looking kind of peaked. That man Tigg is working you too hard. You ought to take a rest and recuperate. I've been thinking that maybe I ought to make it easier for you, seeing you

helped make things safe for democracy and all. I might advance you a little money on your inheritance as my son, and you could take a trip out West, trout-fishing, or something——"

"**I**N other words, you don't like my methods as a business competitor, is that it? You figure you'd be money ahead if you could get me out of town."

The corners of his mouth puckered a little. "Why, yes, I guess that's about the size of it," he confessed. "I'm willing to pay you six months salary—at the rate Tigg is paying you—in advance, in order to eliminate your methods from the retail hardware business of this town. Until things get back to normalcy, that is. What salary does Tigg pay you?"

I flashed my roll of greenbacks. "Here's my last month's wages," I said, speaking literally, though he didn't know it. It really was my last month's wages as far as Tigg was concerned. "Count it yourself."

"Two hundred and fifty—phew!" he whistled. "If I wasn't positive that you are the soul of truth, my son, I'd say you were a liar. I guess if Tigg pays you that salary it's all the more reason I'd be mighty wise to eliminate you. All right, I'm game. I'll write you a check for twelve hundred and fifty dol——"

"You said six months, not five," I coughed apologetically. "That would make fifteen hundred according to the Arabic system of notation."

"Well, fifteen hundred then. Will you leave at once? Not write another pesky advertisement for Tigg's store?"

"One moment," I dickered. "Make it fifteen hundred, and include a new roadster of the well-known Elizabeth brand, and I'm your huckleberry, Father dear."

"Done!" he said like a true sportsman, hauling forth his checkbook from his pocket.

Serves Waffles Free To Sell Irons

IN casting about for a workable plan to reduce an oversupply of waffle irons and aluminum ware the Knight & Wall Company, hardware dealers, of Tampa, Fla., decided that free waffles served along with a demonstration might help.

An attractive advertisement in the morning newspaper announced a "free waffle week," and invited the public through this medium to take advantage of it. A window was arranged for waffles and equipment.

All during the week the department was thronged with people sampling the waffles, which were cooked by a competent cook, especially employed for the occasion. Part of the time he worked in the store, cooking waffles, explaining and selling. At other times he worked in the windows.

Results were exceedingly satisfactory. The manager of the department reported at the end of the week that the amount of sales dwarfed the expense of serving the free waffles.

THE SATURDAY EVENING POST

**If you ever buy paint—
you should know this important test**

Can you tell when you buy white paint for walls or trimwork, how it will be in six months or a year? Will it be yellow, faded, or ready for sandpaper? Or will it remain as white as snow?

Yes! Make this test in five minutes! Simply take a small quantity of the paint and rub it on a piece of white paper. If the paint is of good quality, it will remain as white as snow for six months or a year.

and woodwork coated with Barreled Sunlight can be washed like tile. That is why Barreled Sunlight is being used today in buildings of more than 100 years' standing. It is the most practical paint for household use. Has all the advantages of enamel, yet the free-flowing qualities of a high grade oil paint.

This year we are telling everybody

The striking story of Barreled Sunlight now has millions of new readers

During the past two years "Over-the-counter" sales of Barreled Sunlight have tripled. Behind this tremendous increase have been striking campaigns of general advertising directed to all classes of paint buyers throughout the country.

Now the Saturday Evening Post has been added to the list! This means that millions of new readers from Maine to California will feel the force of this campaign every week. Imagine what this powerful drive will do to sales already on the rise!

Barreled Sunlight produces a smooth, lustrous surface that resists dirt and can be washed like tile.

The qualities which have made it ideal for industrial plants, office buildings, apartment houses, hotels, stores and shops make it the most practical paint for household use. Has all the advantages of enamel, yet the free-flowing qualities of a high grade oil paint.

Sold in barrels and in cans. Sample can sent on request. Communicate with us or our nearest distributor.

U.S. GUTTA PERCHA PAINT CO.

Factory and main offices

45 DUDLEY ST., PROVIDENCE, R.I.

New York—350 Madison Ave.
Chicago—417 South Dearborn St.
San Francisco—38 O'Farrell St.

Barreled



Sunlight

The Rice Process White

Say you saw it in GOOD HARDWARE

name I had for him, "I wish you'd do me a series of favors. Go to as many stores as you can without wrecking your peace of mind utterly and open charge accounts. Buy something or other in each place and say you believe in patronizing home enterprises. Tell 'em you've gone crazy, or reformed, or whatever you please, but back it up by buying something—."

"I'd like to see myself doing such a thing as that!" he brayed. "When did one of those skunks spend a nickel in my store, hey? They'd be glad to hear I'd gone into bankruptcy—."

"**D**ON'T call me 'Hey!'" I commanded. "And don't lose sight of our agreement. You pledged yourself to follow my advice to the letter in business matters for one month. I order you to go open charge accounts all round this town. Will you do it, or do I have to bring suit against you for actual and punitive damages due to breach of contract?"

Well, he bucked and whip-sawed for three days, and finally gave in. The tailor had finished his new suit and he wore it first to the barber shop to get a haircut, tonic, neck shave and massage. Then he went all round on a tour of buying. His air was awfully conservative at first, kind of grudging and non-committal; but once he'd smashed through the ice and got his feet wet, it went easier. He bought a new hat and some red shoes, and groceries, and steak for supper, and a box of little liver pills. Then his wife came down

during the afternoon and went on a shopping spree.

Sandy Bend rocked with excitement. It was the sensation of the year thus far. Wild rumors got abroad. It was hinted that the Barlows had fallen heir to money in amount variously estimated at from \$100 to \$100,000. Old Lemon-Whiskers leaped in the twinkling of an eye from obscurity into the limelight of publicity. He looked, and I guess it's a cinch he felt, like a different person. Nothing like getting a haircut and an annual bath and dolling up in a new outfit of glad rags to put the breath of life into one's self-respect.

It was surprising how many curiosity-seekers found it incumbent upon 'em to come in and buy a few nails, or a three-cornered file, or some fly screen, just to sniff the ambient atmosphere which hangs round a celebrity. Barlow had turned over night from a chipmunk into a lion. It availed him nothing to deny having had a windfall. That full-page spread in the *Weekly Hee-Haw* was proof enough that he'd heired coin or gone batty. They came in to make a purchase and see if he was bughouse, just as I figured.

MEANWHILE I went around and rooted for home industries. The thaw got under way when Dade, the furniture man bloomed forth in a new, home-boughten near-panama hat, and the proprietor of the Transient House made a purchase of three wicker porch chairs from Sandy Bend's ex-

GENERAL STORE • HARDWARE • FARM IMPLIMENTS



LIKES OUTFIT and will order ANOTHER SOON

"I like my outfit so well I am going to order another one as soon as I get my building extended." Joe Castellano, Tampa, Fla.

HARDWARE dealers and general stores are now installing the American Visible Pump, first—because it brings them **MORE BUSINESS**, and second—because motorists **PREFER TO BUY** gasoline from the Visible as it shows them both **QUANTITY** and **QUALITY** of their purchase.

American Visible Curb Pump

A salesman on duty all the time, that stops at your door, a most profitable class of trade that otherwise passes you by, that is always welcomed by motorists, that shows a steady and increasingly profitable trade—such a salesman is the American Visible Pump.

We have letters from **HUNDREDS** of stores telling of the **INCREASED BUSINESS** the American Visible has brought them with almost no effort on their part. They tell of the **THOUSANDS OF GALLONS** of gasoline the American Visible has sold and the **INCREASED SALES** of their **OTHER GOODS** made to gasoline buyers.

The American Visible will **INCREASE YOUR TRADE**. It will give the **BEST SERVICE** obtainable with the **LEAST ATTENTION** and at the **LOWEST COST** for service rendered.

Write us for full information and ask for **PROOFS** of our statements.

The American Oil Pump & Tank Co.
1151 Findlay St., Cincinnati, O.

The "American" line includes a wide variety of gasoline outfits—both *visible* and *non-visible*, also lubricating oil, kerosene and paint oil equipment.



PUMP 204-V
Inspected and passed by Underwriter's Laboratories and bears the Underwriter's Label



AMERICAN VISIBLE CONTAINER
For other makes of pumps furnished complete.



Model A Pump with Filter Motor Etc.



Cut 21
Portable
Gasoline
Outfit



Cut 12
Battery
Outfit

Cut 36
Lubricating
Oil
Outfit



Cut 102
Curb
Pump

Say you saw it in **GOOD HARDWARE**

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Vol 22 No 5

Good Hardware

JUNE, 1922

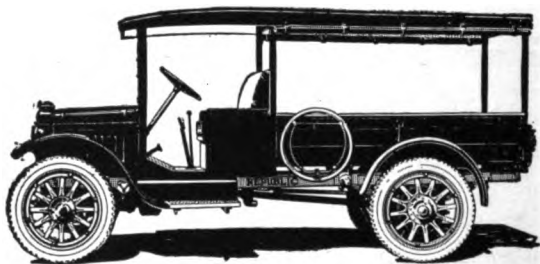
\$1.00 A YEAR



A Butterick Publication
of ideas for the retail merchant

LEADERSHIP

Quality-Price-Service.



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.



Rapid, economical delivery presents a problem that is being successfully met by hardware dealers all over the country, who have found the solution in the Republic Rapid Transit at \$1395.

Not only is the first cost low, but the small operating cost, plus the exceptional Service rendered to Republic owners, make it by far the most economical equipment for the hardware merchant.

*Write for Vocational
Catalog*

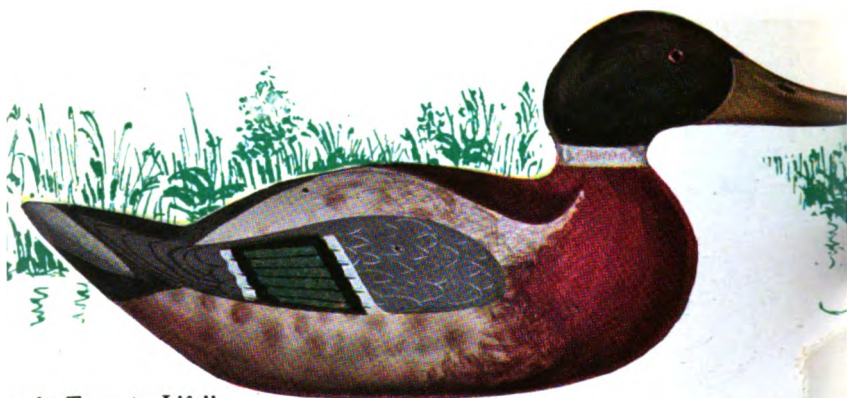
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT®

**Republic has more trucks in use than any other
exclusive truck manufacturer**

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Hays' "True-to-Life"

PREPARE *for the* MIGHTY HUNTER!

THINK AHEAD—be the *first* in your locality to put in a window display of hunting equipment. A hunter just can't pass it by. Get the "early birds" and the late ones, too.

But by all means remember the experienced sportsman is *technical*. The product must be "right" in every detail.

Hays' "True-to-Life" Decoys are the most perfect reproductions of real ducks, we believe, that can be made. On our private lake, we raise the various varieties of wild ducks and geese.

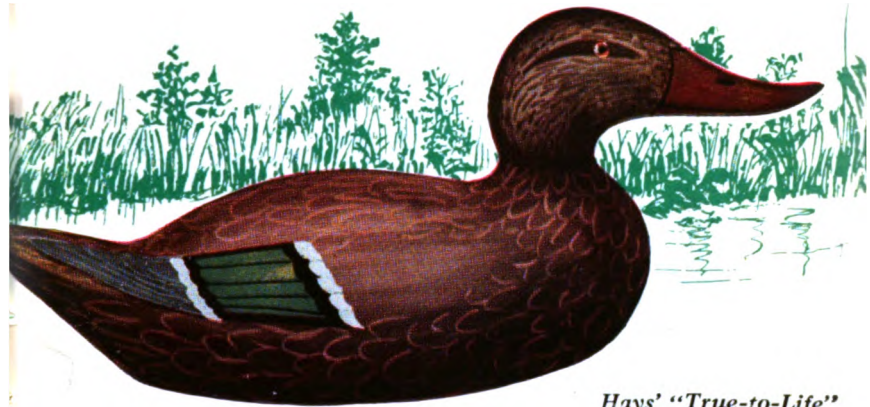
These are used for models—their color, shape, attitude, every detail, in fact, is copied *exactly* by experienced artists. You may be *certain* with Hays'!

"True-to-Life" Decoys have 7 distinct advantages over ordinary makes—they are selling *points* for you to the inexperienced; and the reasons why the "old-timers" prefer Hays' Decoys.

We manufacture two qualities: "GRAND PRIX," hollow, feather wood high floaters, and "SUPERIOR," solid and slightly smaller.

*Order Now—Avoid the confusion of
late rush orders*

J. M. HAYS WOOD PRODUCTS CO.
Jefferson City, Mo.



Hays' "True-to-Life"

Remember!

you will sell to experts. They know the difference between males and females of Mallards, Canvas Backs, Pintails, Green Wing, Blue Bills and all the rest. They know whether the color is right.

Our catalog is the answer to "How to be certain." It will enable you to talk intelligently on the subject of ducks, geese and their decoys. There are 28 different varieties shown in *full color*. It is an expensive book and therefore the edition is limited. Be sure you get one! Fill out the coupon and mail it today! We do not carry all types of decoys in stock so get your order in *early*.



This beautiful book illustrating 28 varieties of decoys in FULL COLOR will be sent you on request. Fill out and mail coupon.

CLIP HERE!

J. M. HAYS WOOD PRODUCTS CO.
Jefferson City, Mo. GH

Gentlemen—Please send me, without obligation, your full-color catalog for 1922 showing different varieties of decoys.

Name.....

Street and No.....

City..... State.....

Clip out coupon→
Mail TODAY!

the largest manufacturers of decoys in America

"THEY SAVE—COLLECT—AND EARN"

McCaskey Systems



The McCaskey Complete System—Credit and Cash

THE McCASKEY COMPLETE SYSTEM
Credit and Cash

THE McCASKEY CREDIT SYSTEM
Keeps Accounts With "One Writing"

THE COMBINATION
SINGLE UNIT
For Few Credit and
Many Cash Accounts

THE McCASKEY
CASH SYSTEM
For The Strictly Cash
Business or Cash End
of Any Business

THE McCASKEY
LISTING AND
ADDING SYSTEM

THE McCASKEY
BUSINESS RECORDER
With Every Credit or
Cash System

THE CREDIT SECTION

Their Service to Others
Recommends Them to You

Because McCaskey 'One Writing' Systems are today giving service to more than 250,000 merchants, located in every state, operating in 200 lines of business—

Because these systems have stopped the losses and leaks which defeat success in business and have eliminated the need for additional office help—

Because they keep your accounts and records posted to date at all times with the least possible effort and with the utmost simplicity and thoroughness—

Because McCaskey users have no disputed accounts and do enjoy the benefits of better collections—

THEY RECOMMEND THEMSELVES TO YOU!

THERE IS NO OBLIGATION undertaken by getting in touch with us. You merely indicate you are interested in the fact that we can keep your accounts and records with less help, trouble and cost to you. You merely inform us that you want to know what McCaskey Systems would cost you and what they would do for you. Do you do a cash or a credit business?

Firm Name.....
Business..... Address.....
Cash or Credit.....
Number of Accts.....

MAIL THIS CORNER TO
THE McCASKEY REGISTER COMPANY
Alliance, Ohio

The
McCaskey
Cash
System

THE CASH SECTION

New in Service Meets
A Long Standing Need

Its ability to add the totals of the business during the business day, and give complete daily, weekly and monthly records with mechanical speed and accuracy is an unquestioned move ahead.

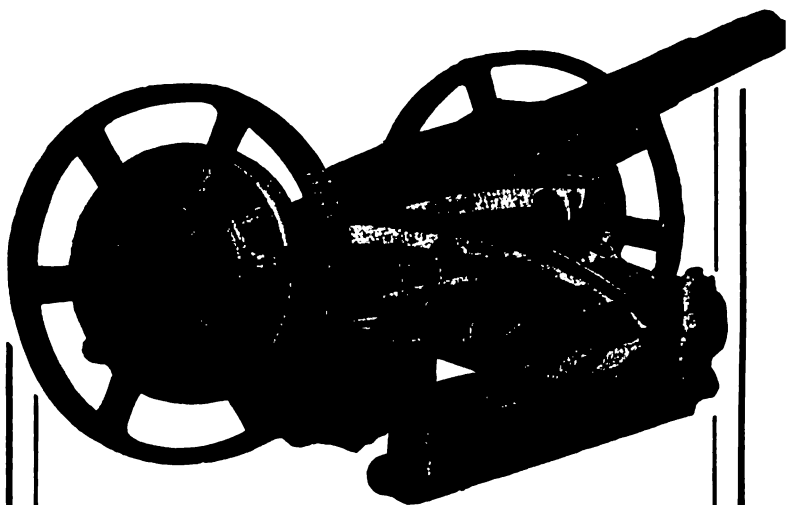
Business men with years of experience with cash systems in the retail stores have welcomed the new McCaskey product. They say it is just what they have been waiting for. You, too, may feel that way.

You can manage your business better when you know what each department and clerk and account is doing. This you can know with the McCaskey Cash System together with a saving of time and increase of information.

THEY WERE
BUILT TO
SUIT YOU



See you saw it in GOOD HARDWARE



Time for Reflection

July is the month that bridges the season between the *selling* and *buying* of lawn mowers. It's a good Time for Reflection.

So before placing your order for next season's lawn mowers, consider these facts:

Coldwell Lawn Mowers have been known, sold and used on all kinds of lawns since 1857.

If the Coldwell had not proven satisfactory to its millions of users, do you think that it could maintain its reputation as "The leader for 65 years?"

And if the success of the Coldwell had been founded on anything other than actual demonstrated performance in cutting grass satisfactorily, would it be necessary for us to occupy a floor space of 165,000 square feet, with a capacity of 1,000 complete lawn mowers per day to *meet the demand*?

Which pays best to handle, a lawn mower for which a universal demand is *already created*, or try to create a demand without the Coldwell name, Coldwell reputation, Coldwell policy, or Coldwell guarantee and co-operation?

Give serious thought to these questions before the Coldwell salesman calls.

COLDWELL LAWN MOWER CO.
NEWBURGH. N.Y. U.S.A.

Say you saw it in GOOD HARDWARE

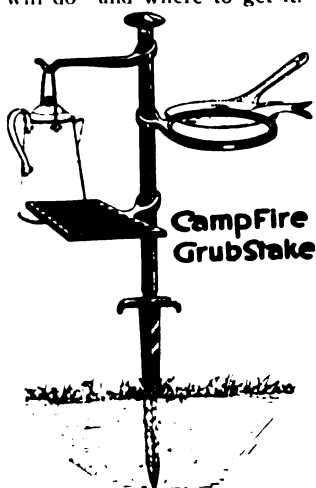
Here's The Way They Buy Campfire Grub Stake

Trade Mark
on the Pacific Coast



Get Your Share of the Large Demand that National Advertising is Creating

More than three million campers, tourists, picnickers and lovers of the outdoors—readers of the *Saturday Evening Post*, *Popular Mechanics*, *Field and Stream*, *Outer's Recreation*, and *Outdoor Life* are reading about Campfire Grub Stake. They are learning what it is—what it will do—and where to get it.



Display Campfire Grub Stake

Put Campfire Grub Stake in your window—let your customers know that you can supply them. Tell your salesmen to show Campfire Grub Stake to every autoist and sportsman, for it has only to be shown to be sold. The price is reasonable—\$3.50 in the United States and Canada—and allows you an excellent margin of profit.

Portable, Unbreakable

Strong, light, compact and portable—packed in fiber box 20 ins. long, 9 ins. wide, 1 1/2 ins. high, Campfire Grub Stake can be carried under auto seat, in hiker's pack or in bottom of canoe. Is sold with iron clad guarantee against breakage and all mechanical defects.

Dealers

Orders and reorders are pouring in from all over the country. Order from your jobber NOW so that you will be ready to meet the great demand that is now opening up.

CAMPFIRE MANUFACTURING CO.

1035-E Boatmen's Bank Bldg.

St. Louis, Mo.

Say you saw it in GOOD HARDWARE

YOUR VACATION HOME

THE LEVER DOES THE WORK

THE WENZEL POLELESS TENT

A WALL TENT WITHOUT A RIDGE POLE
MADE IN 5 SIZES 7X7 TO 12X14



Mr. Dealer:

Every Wenzel Poleless Wall Tent You Sell Will Sell Five More.

That has been our experience because you see each owner has friends who at once realize the convenience and satisfaction they give; every owner is a booster.

FREE ABOVE MINIATURE TENT FOR DISPLAY WITH ORDERS FOR FIVE TENTS OR MORE

They come packed complete in one bundle and may be checked as baggage or strapped on running board of auto.

They are truly portable and are "Home, Sweet Home" for the camper.

No bulky ridge poles to drag around.

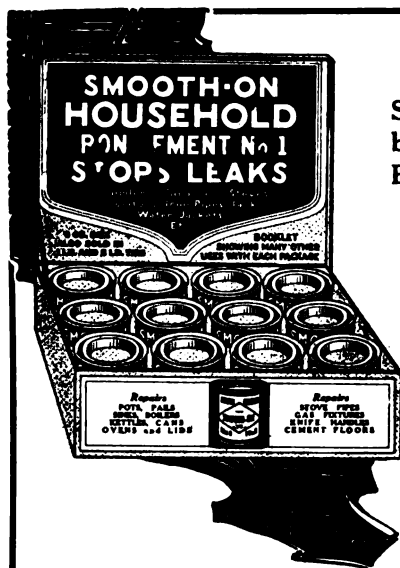
They save their cost in time, trouble and convenience in one outing.

They are sold to dealers with a most attractive discount which will mean handsome profits.

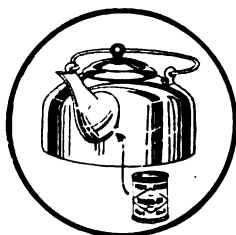
Free posters, imprinted circular matter, cuts, electros and window displays furnished to dealers. Ask your jobber or write direct.

H. WENZEL TENT & DUCK CO. ST. LOUIS MISSOURI

Say you saw it in *GOOD HARDWARE*



Smooth-on No. 1 may be used on Iron, Steel, Brass, Copper, Aluminum, Wood, etc.



FOR KITCHEN UTENSILS

Repairs leaks in kettles, iron pots, etc., quickly, easily and permanently.

Why Every Hardware Dealer Should Stock SMOOTH-ON

A demand has been created by advertising to the consumer — homeowner, housewife, motorist, etc. They know Smooth-On No. 1 and its capacity for quickly and easily repairing cracks, break, or leaks in pipe lines; stopping leaks in kitchen utensils, house boilers, automobile radiators, etc.

Every hardware dealer who desires to hold the confidence of his customers by satisfying their every need and, incidentally, increase his profits should stock Smooth-On No. 1.

Smooth-On allows you a generous profit on every can you sell.

Smooth-On No. 1 is sold in 6 oz., 1 lb. and 5 lb. tins. Also in larger sizes.

SMOOTH-ON MFG. CO.

Established 1895

Dept. 18-G, Jersey City, N. J., U. S. A.

COUPON

Smooth-On Mfg. Co., Dept. 18-G, Jersey City, N. J.

Send me 1 carton of Smooth-On No. 1, 6 oz. size.

My Name

Address

City..... State.....

Jobber's Name.....

City



FOR HOUSEHOLD USE

Repairs leaks, cracks or breaks in house boilers, house radiators, pipe lines, stoves, etc.



FOR AUTOMOBILE RADIATORS

Repairs leaks or cracks in automobile radiators from the outside without removing the radiator. Also repairs leaks or cracks in water jackets, rubber hose connections, etc.

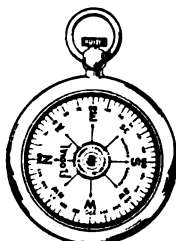
Say you saw it in GOOD HARDWARE



No. 2910 Leedawl
Open case. Has features not found in any other compass at the price.



No. 2911 Magnapole
Bar needle, white enamel dial, open case.



No. 2912 Flodial
Floating aluminum dial, open case.

American Made *Taylor* Compasses

Our advertising is lining up the outdoor people—Can YOU fit out their kits when they ask for a *Taylor* Compass?

HERE IS YOUR CUSTOMER

Automobilist	Fisherman	Boy Scout
Traveler	Hunter	Camper
Tourist	Pedestrian	Sailor
Motor Boatman	Cyclist	Woodsmen

ORDER A SAMPLE ASSORTMENT

Increase your sales voltage—There's a break in the circuit if you do not stock *Taylor* American made Compasses.

The assortment consists of eight compasses, as illustrated, fitted in velvet lined, easel back tray, 8" x 7 1/4", for, either showcase, counter or window display.

Write for Trade Discounts

Taylor Instrument Companies
Rochester, N. Y.



No. 2914 Gydwali
Same style as Leedawl, but in hunter case.



No. 2915 Aurapole
Same style as Magnapole, but in hunter case.



No. 2916 Meradial
Same style as Flodial, but in hunter case.

D-22

Say you saw it in *GOOD HARDWARE*

Salem Miner's Tools



To those interested

A NEW SERVICE has been created for the benefit of the dealers interested in mining tools. The Salem Tool Company will gladly furnish absolutely free of charge a complete analysis of the type of tools that sell most readily in your territory, will make suggestions for sample stock that will insure rapid turnover and give you a number of hints on how tool sales should be promoted to your best interest.

The Salem Tool Company sell a complete line of high-grade coal mining tools—breast drills, picks, etc. The coal miner has always preferred to buy these tools from

the local hardware store. In the past, it has been impossible for local dealers to meet the price competition of the coal companies' commissaries, but to-day these tools are sold to the retail trade at a margin that permits profitable competition.

Write today for this Free Information

You are under no obligation to order. All orders are handled through your regular jobbing trade. Your name and address, names of the mines in your immediate vicinity, and the name of your jobber are all the information necessary for you to give.

The Salem Tool Company : Salem, O.

Tear off and mail today

THE SALEM TOOL CO. Salem, Ohio.

Gentlemen: Please send us information on how mining tool sales can be stimulated in our territory.

Name

Address

Say you saw it in *GOOD HARDWARE*



Better Profits Assured

The "Sunbeam" is the logical furnace for you to sell because it pays you a better profit.

By reason of its generous proportions, weight, correctness of design and simplicity, it will do all that can be demanded from the most elaborate and expensive furnace.

A policy of volume production and small profit per unit puts this excellent furnace in the dealers' hands at exceptionally low cost. *Your gross profit is insured.*

Careful inspection, perfected crating methods and perfect fitting and mounting protect you against loss of time in erecting. *Your net profits are protected.*

National advertising and exceptionally strong dealer advertising service (of which the above is a sample) provide the means through which you can build a permanent, paying business.

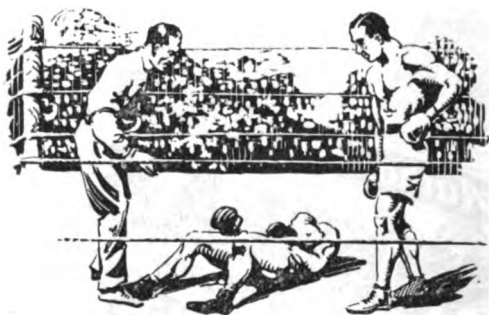
Complete details of the product, plan, proposition and profit are yours for the asking. These facts are convincing hundreds of aggressive dealers—we believe they will convince you. Write or wire.



The
FOX FURNACE
ELYRIA, OHIO. *Company*



Say you saw it in *GOOD HARDWARE*



A Two-Fisted
CHAMPION
 is like an
ORGANIZATION
 with
 Quality and Service

Rope-with-a-Reputation



"Don't kill your competitors, excel them"

Say you saw it in *GOOD HARDWARE*



They Don't Stick

In Noelting Faultless Casters friction has been reduced almost to the vanishing point. It's because they roll and turn so easily that they are so popular in the home—and that makes them profitable sellers in your store.

NOELTING FAULTLESS CASTERS

representing the experience of thirty years devoted to fine caster building, offer you a complete line—built in a wide variety of styles to conform precisely to every design of furniture made.

Send for copy of our new catalog—fully illustrated and conveniently arranged—you'll find it a valuable help in ordering.

A postal card will bring it—(*Jobbers and dealers only.*) Address

FAULTLESS CASTER COMPANY
Evansville, Indiana

Eastern Sales Office
200 Fifth Avenue
New York

Western Sales Office
320 Market Street
San Francisco

Grand Rapids Sales Office
10 Fountain St., Northwest
Grand Rapids, Michigan

Say you saw it in *GOOD HARDWARE*



Think of these things when you see this trade-mark

Think how much the APEX name and the APEX shape have meant in washing machine history!

Think how the shape revolutionized washing—the APEX ridge made the first oscillating tub; bringing in a new and better washing principle.

Think how the name has lived up to its meaning—"the summit—the peak—the highest point"—LEADERSHIP in standards of manufacture and public recognition as well.



APEX today stands for new heights of perfection—attained through fourteen years of leadership in washing and ironing machine manufacture.

Think what it means to have a leader, when you are choosing a washing or ironing machine to sell.

APEX APPLIANCE COMPANY
3223-3271 West 30th Street, Chicago



This Can Will Sell Goods for You

Heekin Cans are strong, husky cans. They are beautifully lithographed in colors.

With your name and address lithographed on the labels, every can you sell becomes a permanent advertisement for your store—a constant reminder in your customers' kitchens of the goods you sell. Such a reminder will send your customers back to you time and time again.

And your customers need these cans. Every woman should have several of them in which to keep her flour, rice, sugar and other foodstuffs. Farmers need them for their rendered lard and sorghum.

Heekin Cans, in the popular 50-pound size, are quick sellers. Your profit per can is good. Colors are red, blue, yellow, green and gold. Labels in black—or one extra color on labels if preferred.

You can order as low as three dozen cans—in assorted colors if desired—with your name and address lithographed on the labels. Write for descriptive booklet and free sample can today.

THE HEEKIN CAN CO.

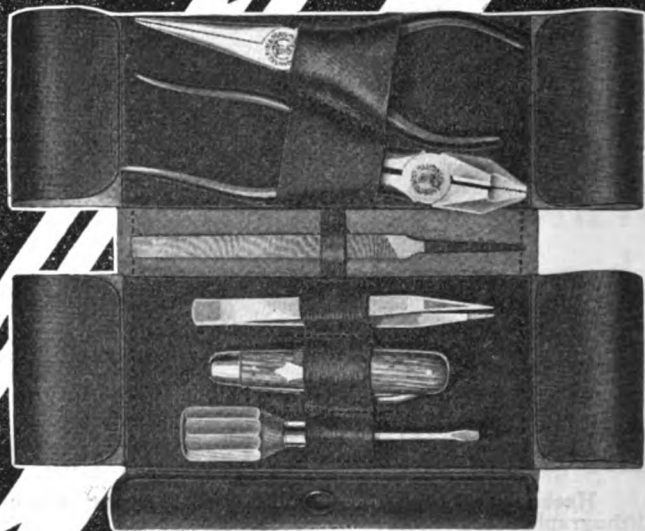
6th, New and
Culvert Sts.



Cincinnati,
Ohio

HEEKIN CANS

Say you saw it in GOOD HARDWARE



Cash in on the radio fad with this live business-getter—the Klein Radio Tool Kit!

Nicely put up in a snappy, full leather, wax-stitched folding pocket case—this kit includes one Klein 5-inch long-nose plier, one Klein 6-inch side-cutting plier, small screw driver, electrician's knife, a high-grade file and electrician's tweezers.

Costs \$5.35 (F.O.B. Chicago), and sells over the counter at \$7.50 (F.O.B. Chicago).

Wire your jobber or us your order for a dozen kits and display material today!

Mathias **KLEIN** & Sons
Established 1857 Chicago Ill USA



SALEM

**CORD
& FABRIC**

We Give You a Free Field

Protect your earning power by specializing in SALEM CASINGS and TUBES. We will give you *exclusive* selling rights. We will not attack the business you build in SALEM by giving every "Tom, Dick and Harry" a chance to compete with you!

You can offer your customers no greater values than are found in these time and road tested Tires and Tubes.

SALEM TIRES are advertised nation-wide by the most reliable stores the country boasts of. Write for ALL the facts!

THE SALEM RUBBER COMPANY

General Sales Offices and Factory

SALEM, OHIO

Say you saw it in GOOD HARDWARE



A Quality Product



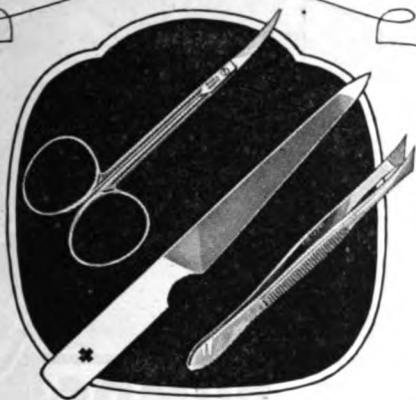
OUR growth during the past fifty years is an endorsement of the sound business policy which we have always followed:

*"Quality first—
then price."*



Tubular Rivet & Stud Company
Boston, Massachusetts

Say you saw it in *GOOD HARDWARE*



Making Repeat Sales Easier!

FOR over nineteen years, our manicure sets and implements have been known simply as the high quality products made by Schnefel Brothers, of Newark, N. J. We have decided to make repeat sales easier for you by giving these products an easily remembered, trade-marked name. This name is La Cross.

Send for illustrated catalog and plan of prices, discounts, special offers and dealer helps.

SCHNEFEL BROTHERS, Newark, N. J.



La Cross

**MANICURE SETS
and IMPLEMENTS**

Say you saw it in *GOOD HARDWARE*



» MARVEL-PUMPS »

FOR OIL OR GREASE

Display your oil to sell it. Bring it out where people can see it. You can do this with a Marvel Oil Pump. At one complete action of the piston it accurately measures and delivers a quart of oil. No dripping oil or messy barrels and floors.

You sell quickly—serve more customers—make more profit on every sale.

Your customer gets what he pays for—and sees that he gets it. You waste nothing. Every drop of oil you buy, you sell.

Marvel Oil Pumps with Marvel Trucks make it possible to sell at the curb or in the store or out on the back platform. They change oil selling from a no-profit basis to a good clean profit-making business. Marvel Oil Pumps are instantly adjustable to any barrel or shipping drum without expense. Write for illustrated literature about how to make more money on each barrel of oil.

The Marvel Equipment Co. Cleveland, Ohio

Sales Agencies

The Republic Steel Package Co.
Cleveland, Ohio & Richmond, Cal.

New York, N. Y.
25 Broadway, Cunard Bldg.

San Francisco,
Shields & Harper Co.
558 Howard St.

Chicago, Ill., W. C. Gibson,
220 So. State St.

Tulsa, Ok'a.
O. B. Lemmon
202 Security Bldg.

Atlanta, Ga.
Oty-Willey
1117 Healy Bldg.

The Ohio Corrugating Co.
Warren, Ohio

Nebraska & Iowa Steel
Tank Company
Omaha, Nebraska

American Export Corporation
11 Broadway
New York, N. Y.

Los Angeles,
Higgins Building
New Orleans, La.
J. C. Brill Co.
303 Queen & Crescent Bldg.

Eaton Metal Products Co.
Denver, Colorado

Say you saw it in *GOOD HARDWARE*

21+

47+

Your own self-interest-

Somebody will sell Traveler Tires to the motorists whose trade you want to get and hold.

Somebody sure enough is going to! For Traveler Co-Operative Publicity plus Traveler Extra Value is making car owners ask pointed questions right now.

Question is, of course, will they get the answer from you?—or from the other fellow? It's all a matter of self-interest.

TRAVELER TIRES

The smashing sales campaign we freely give to the Traveler dealer withholds one crashing closing argument.

That argument is the 8000-Mile Guarantee straight from the maker, through the dealer, to the car owner.

It goes with every Traveler Non-Skid Cord—and adjustment IS adjustment, not gabby dodging!

Add that to the facts the Service Series tells the world—and ask yourself how long this has been going on and you not getting the good of it! Merely say "Show Me!"

Traveler Rubber Co.
Bethlehem, Pa.

More Revenue for Hardware Stores

Plain
101, \$1.50



*Easy to sell—
Takes but little space*

Yellow Gold
504, \$4.00



Hardware men are now wide-awake to the profits to be made in the metal pencil business, and Parker Pencils are in highest favor with the trade because of their simplicity and mechanical perfection.

Repair objections which kept many Hardware dealers out of the pencil business at first practically do not exist with the Parker line. Write at once for proposition including neat Display or Counter Case.

PARKER *Lucky-Lock* **Pencils**

Made with Jeweler's Precision—has lead ejector and non-clog lead grip that works both ways

Geo. S. Parker waited until he had perfected a better pencil before putting the Non-Clog Parker on the market—he was not content to offer dealers "just another pencil," different only in name.

These are a few of the improvements:

- 1—No solder used in the construction
- 2—Built with jeweler's precision so that parts are interchangeable.
- 3—Bayonet lock cap which stays locked or comes off in an instant when lock is released.
- 4—Non-clog grip that can't jam. Propels, repels and expels the lead.
- 5—Long, tapered point which looks well and gives ease in writing.
- 6—Guaranteed against defective material or workmanship for one year.

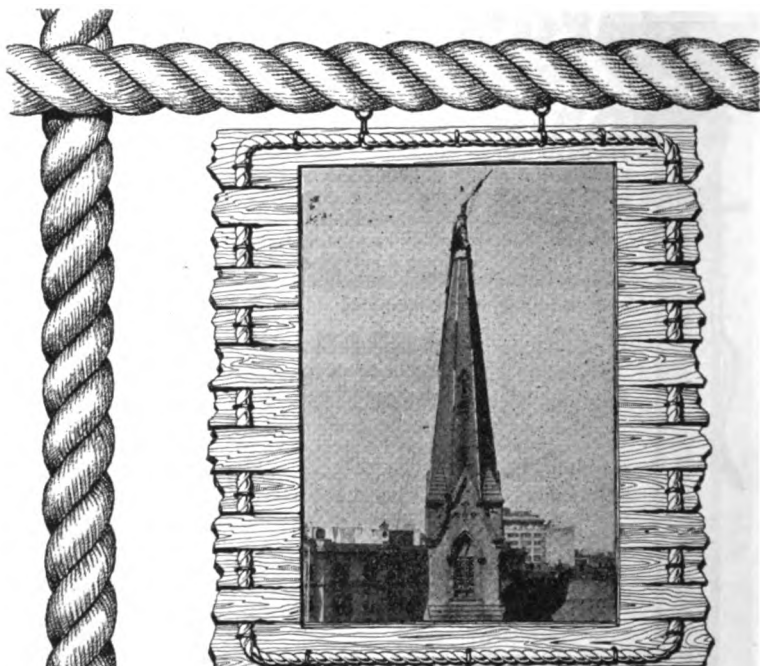
Parker Non-Clog Pencils are made in four metal finishes—Triple Plate, Sterling, Yellow Gold Plate and Green Gold Plate—individual patterns in each metal finish. Each number of the line is available in three styles; full length with clip; medium length with clip; medium length with ring.

Write for details of our attractive combination plan for Hardware Stores

PARKER *LUCKY-LOCK* **Pencils**

Non-Clog • Worm Drive—Works Both Ways

THE PARKER PEN COMPANY • JANESVILLE, WISCONSIN
CHICAGO • NEW YORK • SAN FRANCISCO • SPOKANE




A Guide Post to Safety

War on Danger! Safety First campaigners see to it that safety signs and devices abound at cross-roads; in factories, etc.,—but what about painters, structural workers, sailors, and steeple-jacks whose daily work takes them hundreds of feet aloft? What constitutes *their* protection from disaster?

The answer is—the use of “Guaranteed Rope.” All *Columbian Tape-Marked Pure Manila Rope* is tangibly guaranteed, and can be identified by the presence of the red, white, and blue *Tape-Marker* bearing the words “Guaranteed Rope, made by Columbian Rope Co., Auburn, N. Y.”

Before going aloft, insist on seeing this *Tape-Marker* which indicates a quality product sponsored by the manufacturer. It is a guide-post to safety.

JOBBER: It pays to handle *Guaranteed Rope*. Write to-day for price-list and your copy of the folder “How *Columbian Tape-Marked Pure Manila Rope* is Made.”



Columbian Rope Company

432-80 Genesee Street

Auburn, “The Cordage City” N. Y.

NEW YORK OFFICE
Branches:
Boston
New York
Chicago
Houston
Baltimore

Say you saw it in GOOD HARDWARE



Telling Your Customers About Hardware That Doesn't Rust

Rust destroys more than a half-billion dollars' worth of metal in American homes annually.

From the knob and plate on the front door to the screws that fasten the hinges on the back door, rust is industriously, unceasingly at work.

The dipped or plated metals used in *imitation* hardware do not—cannot—give satisfactory service. They are certain to rust.

Help fight rust-ruin by selling *real*, rust-proof hardware—the Copper, Brass and Bronze kind.

Cash in on our Saturday Evening Post and Literary Digest advertising now, do a profitable business as well as a real service to your customers. Sell real Copper, Brass and Bronze hardware.

COPPER & BRASS RESEARCH ASSOCIATION

25 Broadway - New York

Say you saw it in *GOOD HARDWARE*

*This display
all through*

DESOLVO
WILL KEEP
YOUR DRAIN
PIPE CLEAN
AND WHOLESOME IN HOT
WEATHER.



K-K Cleans Closet Bowls

A product made for one special purpose—to clean closet bowls. Does its work quickly and thoroughly.

K-K IS A REPEATER—FEATURE IT.

See you save it in **GOOD HARDWARE**

will sell **DESOLVO** *the year*

DESOLVO cleans clean.

Mixed with water, either cold or hot, and poured into the pipe, it dissolves the grease and dirt that cause stoppage and create disease. It has no harmful effect on the metal of pipes and is perfectly simple in its use.

There is a steady summer demand for DESOLVO, which you should meet by keeping stocked with this powerful and convenient drain pipe cleaner.

Display DESOLVO It Sells Itself



DESOLVO cleans simply, effectively and thoroughly. Just tell your customers to pour a little of it into the clogged drain pipe.

Order through your jobber. If he does not carry DESOLVO, write direct to

THE CHAMBERLAIN CO.
PITTSBURGH, PA.

SPRAKE SALES CO.

LOS ANGELES, CAL.

SAN FRANCISCO, DENVER AND PORTLAND, ORE.

Say you saw it in GOOD HARDWARE



MORCO STILLSON WRENCHES

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

**MOORE DROP FORGING
COMPANY**

SPRINGFIELD, MASS.

MORCO STILLSON WRENCHES

Say you saw it in GOOD HARDWARE



Grab These!

Paramount Play Balls *sell quicker* because they *bounce higher*. One of the best lines for *turn-over* in the hardware business!

Take a look at your margins on the three most famous Paramount rapid-selling assortments:

Assortment No. 1

Costs \$6.50

Sells for \$12.05

Your profit \$5.55

Assortment No. 2

Costs \$10.50

Sells for \$20.45

Your profit \$9.95

Assortment No. 3

Costs \$15.85

Sells for \$30.65

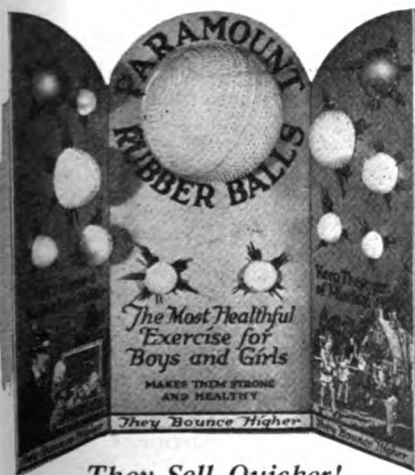
Your profit \$14.80

PARAMOUNT
Play Balls
THEY BOUNCE HIGHER

Hard to Beat!

That window display you see at the left is one of the "sell-iest" things there is! No child can resist its fascinating appeal. Trade builder? You bet! It's a winner

Get your jobber to send you one of those Paramount assortments and that showy window trim. If he can't supply you quickly, we will—and square things with him.



They Sell Quicker!

See how this cut-out displays the **REAL BALLS!** Any Paramount assortment supplies the balls necessary for this snappy trim.

PARAMOUNT RUBBER CONSOLIDATED, Inc.

General Offices and Factory
Little Falls, N. J., U. S. A.

Say you saw it in *GOOD HARDWARE*



DUE to the efficient and practical "Sales Helps" furnished free to Miller Padlock Dealers, more *lock customers* come into the store than ever before.

Due to the attractive Steel Display Panel supplied with Miller Padlock Assortments, each customer buys *more locks* than ever before.

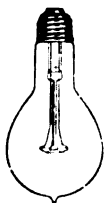
To obtain this Steel Display Panel—a permanent store fixture of highest quality—ask your jobber for Miller Padlock Assortment No. 931 (6½ doz. locks) or 929 (3½ doz. locks.)

If your jobber is out of stock write us and also let us tell you about the five valuable "Sales Helps" supplied free with either assortment.

MILLER LOCK COMPANY
Philadelphia, Pa.

MILLER PADLOCKS

SAVE



Our growth in less than four years—from obscurity to the largest independent lamp producers in this country—is an endorsement of our policy



“QUALITY AHEAD OF PRICE”

Our plans for the future include features which will establish for us even a stronger position with the leading buyers.

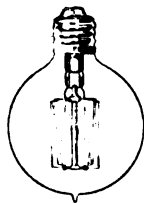
Our proposition is worth asking for.



Save Electric Corporation

Front and Main Sts.
TOLEDO,
OHIO

220-254 36th St.
BROOKLYN,
N. Y.



Executive Offices, TOLEDO, OHIO

Say you saw it in GOOD HARDWARE



Automatic
Release



No Keys
No Springs
No Adjustments

No Blocks
No Stands
No Castings

The C-B-CO Home Bottle Capper

The "C-B-CO" is a necessity for bottling home-made chili sauce, catsup, cider or any liquid requiring an air-tight seal. Easy to use; caps any size or shape bottle instantly and securely.

DEALERS—The canning and bottling season is here right now. Make sure you have a good stock on hand. If not, see your jobber at once, or order direct from factory—Dept. C.

COMSTOCK-BOLTON COMPANY

1925 E. 15th Street

KANSAS CITY, MO.

"CAPS THEM ALL"



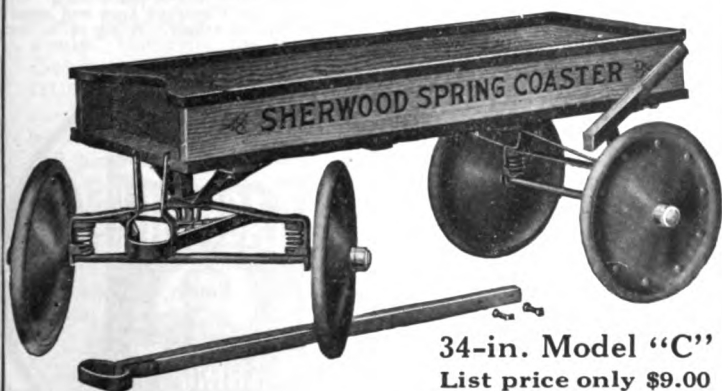
Say you saw it in *GOOD HARDWARE*

NIGHT FORCE GOES ON AT SHERWOOD!

The flood of orders sweeping into our factory following announcement of our new Model "C" and our big price cut put us six weeks behind in filling orders.

But now we're starting a night shift. We'll leave no stone unturned to give our customers service.

Model "C" has real shock absorbers, double disc wheels, oversize tires, roller bearings—every feature that sells big. And prices are way, way down. Better order NOW.



34-in. Model "C"
List price only \$9.00

Sherwood Bros. Mfg. Co., Inc., Canastota, N. Y.

Say you saw it in GOOD HARDWARE



Two New Big Sellers For Dealers

The makers of Black Silk Stove Polish have developed two new products that fulfill a long felt need and meet a big demand wherever introduced. Both are especially for Gas Ranges—one a dressing, the other a polishing oil. It will pay you to stock these two products. They are steady "repeaters."

BLACK SILK

GAS RANGE

Dressing

Black Silk Gas Range Dressing was developed by us to provide a satisfactory way of refinishing gas ranges. Imparts a finish like new to old, discolored, burned-off ranges. No rubbing required. Positively non-inflammable. Does not burn off. A wonder-worker that housewives have been waiting for.

Polishing Oil

Black Silk Gas Range Polishing Oil, applied with cloth, brings out a silky, black finish like new on gas or steel ranges. Women will use it regularly to keep their stove bright and shining. Unsurpassed for Planished Iron and metal. Guaranteed to satisfy. A big seller and repeater.

Many millions of people will read our advertising in National magazines, Farm publications and Newspapers. They know "Black Silk" quality and will want to try these new products. Send order to your jobber today.

Black Silk Stove Polish Works

Sterling

Illinois



Say you saw it in **GOOD HARDWARE**



DULUTH STORE EQUIPMENT

Lets your stock speak for itself

You know how many extra sales are made in your store because a customer happens to see something he wants. Naturally the more things your customers can see, the more often will that extra sale be made. With the DULUTH Unit System you can keep practically your whole stock in sight. This system permits almost unlimited combinations of show cases, display cabinets, shelving, drawers and bins. This Sectional Store Furniture can be supplied to suit the character of your stock; it can be arranged or adapted to the space available, and while not expensive, can be installed one section at a time.

Send us a rough sketch of your store and we will give you valuable suggestions for improving its display arrangements. No charge.

DULUTH SHOW CASE CO.

4947 Wadena Street

Duluth, Minn.

Say you saw it in GOOD HARDWARE

Hercules Sells —because it *saves*

The big reason behind the tremendous demand for Hercules "Cold Soder" is that its use effects real economy. There's practically \$50 worth of reclaimed pots, pans, radiators, granite and aluminum ware in each 25-cent tube!

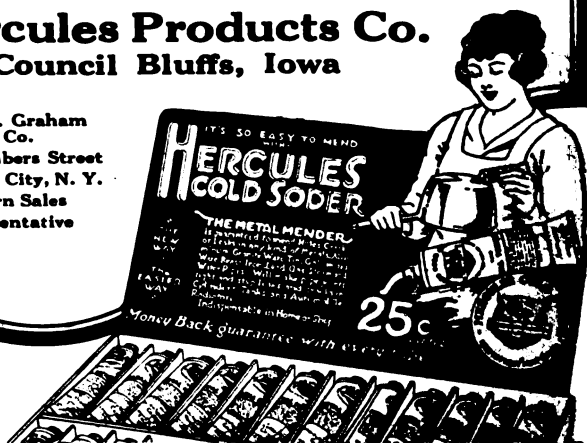
Extremely easy to use. Just press the semi-liquid into the leak and let stand until hard. No heat nor tools required. Guaranteed to mend every metal leak permanently and to withstand terrific heat.

More than a million folks use Hercules. The people in your community would buy it over your counters instead of by mail if you displayed the attractive Hercules carton (24 tubes).

Order a carton direct from this ad, or write for literature.

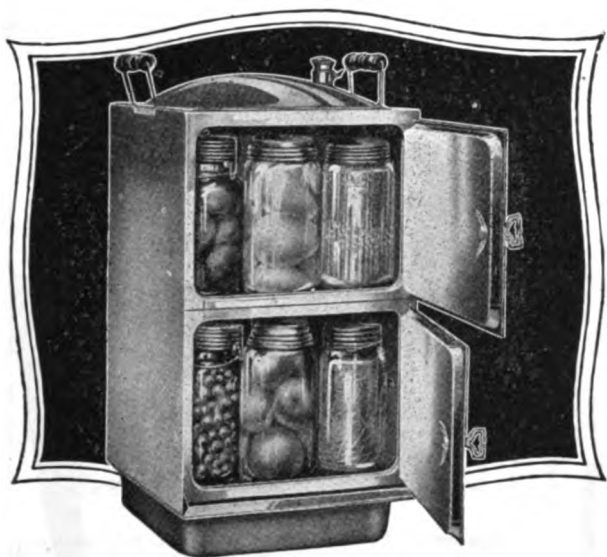
Hercules Products Co.
Council Bluffs, Iowa

John H. Graham
& Co.
113 Chambers Street
New York City, N. Y.
Eastern Sales
Representative



HERCULES

"Cold Soder"



To Help You Cash In on Canning Season



Now is the time to stock up on CONSERVOS. The big, canning-season demand for this superior canning device will yield rich profits.

CONSERVO cooks and cans by energized steam. It cans fourteen quart jars at one time—or cooks an entire meal—over one burner. Women who use CONSERVO are delighted and tell their friends about it.

Write at once for 1922 Sales Plan, explaining how we help dealers make quick sales.

CONSERVO

STEAM COOKER

THE TOLEDO COOKER COMPANY, Toledo, O.

Manufacturers of the Toledo Fireless Cookstove, Ideal Aluminum Ware,
Conservo Steam Cooker and Ideal Food Conveyor for Institutions

Say you saw it in *GOOD HARDWARE*


KIT-STROP
SHARPENS ALL BLADES

Features

Carrier handle folds flat when not in use.

Thick, abrasive, "Barber Shop" leather strop.

Blade carrier holds blade rigid—can't wobble from side to side.

All metal parts solid brass, heavily nicked.

Handle folds over onto strop.

Stropping surface just five inches long, forcing the user to take the short "barber stroke"—makes it impossible to take the long stroke that turns the edge.

Kit-Strop is the perfect stropper for all makes of razor blades—a common-sense machine that really puts a new edge on the old blade day after day—the way to real shaving satisfaction—the strop that gives a smile with every shave.

Kit-Strop is one of the fastest selling specialties on the market. Its very simplicity sells it. It's so easy to see just how Kit-Strop does the work. In its handsome leather case, Kit-Strop makes one of the most compact, most useful additions to any man's shaving equipment.

Kit-Strop is guaranteed to give satisfaction for five years—a real bona fide guarantee against defective material or undue wear.

Retailing at \$2.50, Kit-Strop eliminates competition and nets you a nice margin of profit.

ORDER TODAY

specifying jobber through whom you wish it billed.

T-C Kit-Strop Company

General Office:
Standard Oil Bldg.,
910 So. Michigan Ave.,
Chicago

Eastern Office:
1834 Broadway
New York City



Say you saw it in *GOOD HARDWARE*

*things
you want~*

Sales- Profits

How to get them~see next page

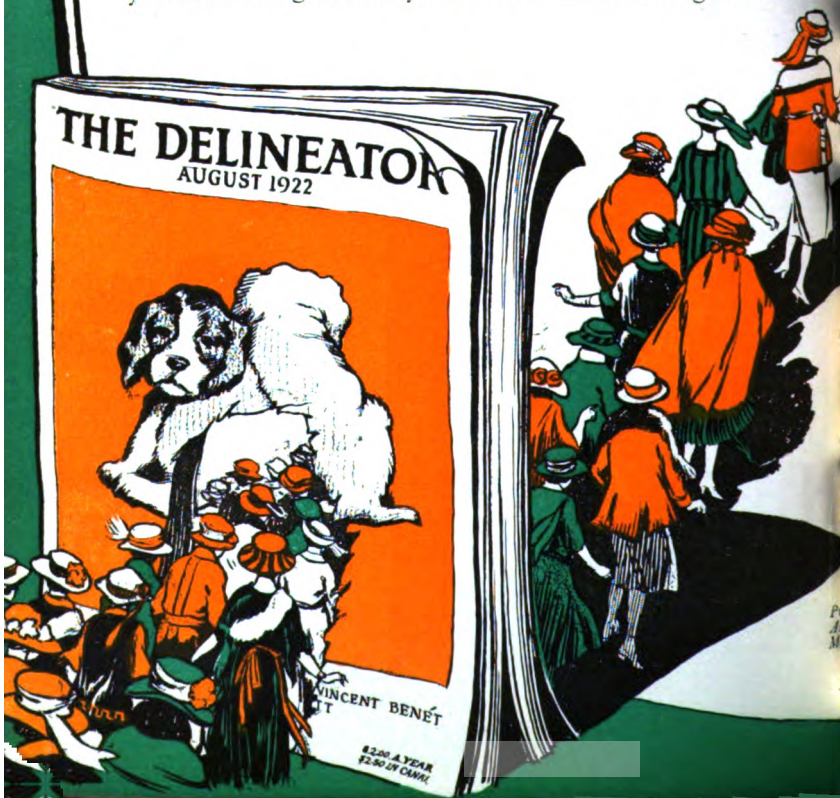
over

How to get more Sales

EXPERIENCE has taught successful merchants that the way to increase business without increasing overhead is to sell well-known, nationally advertised merchandise.

When you display goods that people know something about you bring folks in who might pass by—you make satisfied customers who come back and send their friends. *This is the road to additional business at no additional expense.*

Your best customers and prospects are familiar with merchandise that is advertised in *The Delineator*. Like millions of others, they have read and trusted *The Delineator* for many years. You make more sales without more cost if you let these people know that you have the goods they see in their favorite magazine.





How to make more Profits

WHEN you sell well-known merchandise, such as the products advertised in *The Delineator*, you make more net profit because you make your individual profits often. You get a more rapid turnover—you spend less time in selling—you make more sales and more net profit on less invested capital.

The Delineator reaches the best homes in your community—It bars out all mail-order advertising—It sells goods for retail merchants.

On the next page is a list of products advertised in current issues of *The Delineator*. Feature these goods—get more sales, more rapid turnover and greater net profit.

THE DELINEATOR

The Retailer's Silent Salesman

Butterick Publishing Company, New York.
 Issues: *The Designer*, *Adventure*, *Everybody's*
Merick Quarterlies, *The Progressive Grocer*.

See Following Page

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Sell the June Bride a Horse-Shoe Brand Clothes Wringer

The only wringer approved by
Good Housekeeping Institute.
Now packed in individual weather-
proof cartons. The greatest mer-
chandising help ever offered by
any wringer manufactured.



Mail
the
Coupon
NOW

A. W. Co.
Send infor-
mation de-
scribing New
Horse - Shoe
Brand Wringer

or Selling Outfit and Sales Helps.



Tell her to look
for the lucky
Horse-Shoe

Company.....

By.....

Address.....

AMERICAN WRINGER COMPANY WOONSOCKET
RHODE ISLAND

Say you saw it in *GOOD HARDWARE*

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AG 2 '22

Good Hardware

AUG. '22

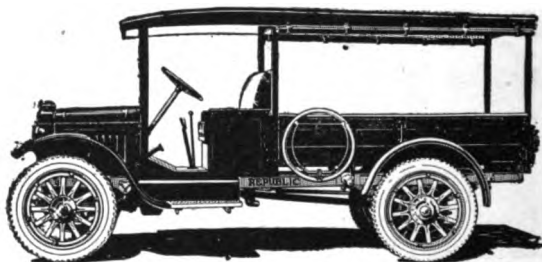
\$1.00 a Year



Circulation and rates of leading hardware publications — see pages 2 and 3

LEADERSHIP

Quality-Price-Service



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.



QUICK deliveries get today's profits. Inventories are low, awaiting price developments, so that material is wanted in a hurry.

Is your delivery system paying you the profits it should?

It will with Republic Rapid Transits. Hundreds of hardware men now know this.

For speedy, dependable deliveries it is recognized as the most economical. Lowest in first cost, too.

*Write for Vocational
Catalog*

The Republic Line: $\frac{3}{4}$, 1, $1\frac{1}{2}$, 2, $2\frac{1}{4}$, 3, $3\frac{1}{2}$, 4 tons capacity
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT

Republic has more trucks in use than any other
exclusive truck manufacturer

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More Pulling Power!

An Electric Train is no better than its motor—

NOT by adding needless weight, but through the skilled precision workmanship of trained artisans and designers, the power of Lionel Locomotives has been greatly increased. The perfection and power of these motors classes them as the greatest achievement in the manufacture of electric toy trains. They will pull more cars at greater speed. Without fear of contradiction, you can tell your customers that in buying Lionel Trains they obtain electrical and mechanical perfection.

And never before have so many desirable features and refinements been added. Never before has such a line of toy trains as the Lionel Line for 1922 been offered. New, fast selling outfits and accessories make Lionel products more profitable than ever to you.

Prices Guaranteed

Prices are absolutely guaranteed against decline. In fact, Lionel prices are now the lowest in years—as low as Lionel quality will permit.

Lionel Electric Toy Trains and "Multi-volt" Transformers have been standard of the World for 22 years. Remember that over a million and a half Boys own and operate Lionel outfits.

Place Your Order Now

The volume of orders received this spring exceeds that of any year in the past. Last year, despite increased capacity of our big plant, great difficulty was experienced in filling late orders. Don't wait. Don't take chances. Place your order now for delivery when you want the goods.

Announcement

The Lionel Corporation cordially invites you to visit its newly built and decorated showroom occupying 18,000 square feet—the entire Sixth Floor at 48 E. 21st Street, New York City. The most elaborate toy display windows ever made are to be seen here and you will find the Lionel sales force always in attendance to demonstrate each Lionel Outfit for you. Make this "Lionel Toy Fair" your New York headquarters.

THE LIONEL CORPORATION

48-52 East 21st St.

Entire Sixth Floor

New York City

LIONEL ELECTRIC TOY TRAINS

& Multivolt Transformers

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Dealers—Write for information how to obtain, free of charge, set of three large window display cards handsomely lithographed in colors. Center card like this illustration.



A good profit-maker in these days of economizing

In these days when housewives are trying to keep down the family budget, Mendets are selling faster than ever.

Mendets mend leaks in granite ware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods, and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made water-

tight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Trial Offer to Retailers

One carton of two dozen 10c packages and one dozen 25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown in this advertisement. Cost of carton to you, \$3.50. Retail at \$5.40. Use the coupon.

Collette Manufacturing Co., Amsterdam, N. Y.

Please send me at once 1 carton of Mendets as described above—\$3.50. (It will be billed through your jobber.)

Jobber's Name.....

City.....

My Name.....

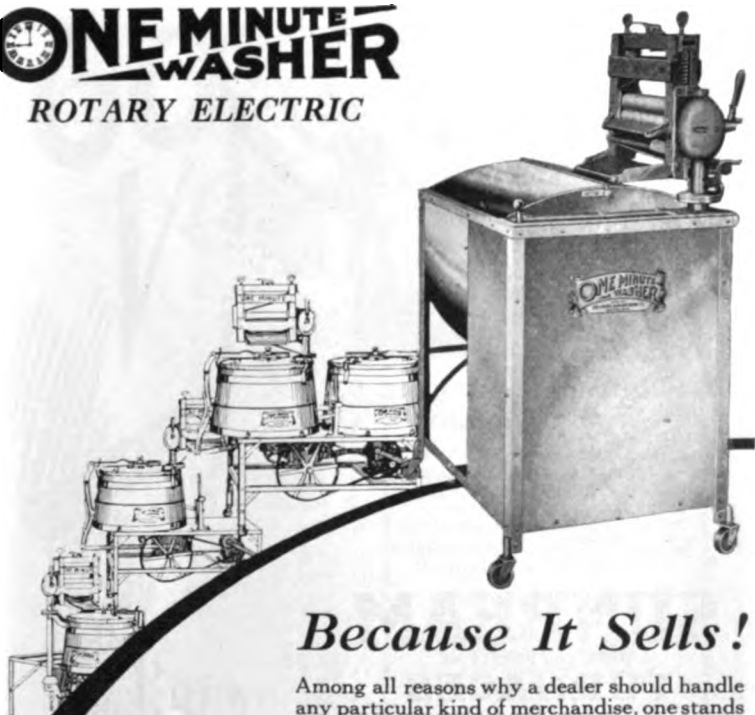
Address.....

City.....State.....



ONE MINUTE WASHER

ROTARY ELECTRIC



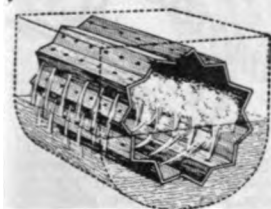
Because It Sells!

Among all reasons why a dealer should handle any particular kind of merchandise, one stands paramount. Dealers handle merchandise first of all *because it sells*.

For the same reason, more dealers every month are handling the ONE MINUTE washer.

Pictured above is the latest ONE MINUTE model, the Rotary Electric. To the woman who desires a cabinet type of washer, it makes an irresistible appeal.

The voiced approval of women who have bought the ONE MINUTE Rotary Electric, shows that it not only sells, but it satisfies Dealers know that satisfaction builds good will.



The hardwood, aluminum-end cylinder, oscillating twenty-eight times a minute, gives the Rotary Electric washing effectiveness.

Thirteen apertures form the surface of the cylinder. Perforations in each of these apertures drive suds through the clothes.

Write to us for details of the Rotary Electric and the full ONE MINUTE line. There may be a dealer opening in your territory.

One Minute Mfg. Co.
Newton, Iowa

THE SATURDAY EVENING POST

August 17, 1922



Summer Planning for Winter Warmth

The warmest plan for winter is to plan for winter now. This is the time to plan for winter now. This is the time to plan for winter now.

And you can do this in the most profitable way. You can do this in the most profitable way. You can do this in the most profitable way.

The "Sunbeam" will heat the whole house with its power. It is perfectly portable and can be moved at any time.

It is the most efficient and economical of all the heating units. It is the most efficient and economical of all the heating units.

Whether you are building a new house or upgrading an old one, a Sunbeam will give you the most efficient and economical of all the heating units.

So plan for the winter now. Heat for the "Sunbeam" dealer who will give you the most efficient and economical of all the heating units.

THE FOX FURNACE COMPANY, ELYRIA, OHIO

SUNBEAM

PIPE and PIPELESS

FURNACES



The Sunbeam Pipe and Pipeless Furnace

The Sunbeam Pipe and Pipeless Furnace is the most efficient and economical of all the heating units. It is the most efficient and economical of all the heating units.

The Sunbeam Pipe and Pipeless Furnace is the most efficient and economical of all the heating units. It is the most efficient and economical of all the heating units.

Make Every Day A "Sunbeam" Profit Day

Cooler weather makes new furnace prospects. New houses are now reaching completion. We are ready to help you turn this profitable "Sunbeam" business into your store. The timely advertisement above will appear in The Saturday Evening Post on August 19th. It's just one way in which we can help you start August right! We have an abundance of local advertising ready to help you take advantage of our Post publicity.

Write today for our complete proposition, covering products, prices, plans and profits.

THE FOX FURNACE COMPANY
Elyria, Ohio

How we help you sell Sunbeam Furnaces in August

The product is right. Sunbeam Furnaces, Pipe and Pipeless are scientifically built for the most efficient and the most economical heating result.

The price is right. Quantity production in a completely equipped plant, that is operated for furnace construction *exclusively*, makes possible an unbelievably low price.

The policy is right. Each and every Sunbeam Dealer is assured the opportunity to build a successful and permanent business. The dealers' legitimate interests are fully protected. The "Sunbeam" franchise is made permanently profitable by right products, right prices and aggressive sales and advertising co-operation.

60% Profit on Venus Pencils!

—and the selling
cost is small

The striking revolving counter stand pictured below is one of the reasons for the unusually fast turnover in VENUS PENCILS. It attracts your customers and reminds them that there is a VENUS Pencil suited to every possible need; one of your cheap-est and most efficient salesmen.

It has the additional advantage of stocking and displaying VENUS Pencils at the same time; and you can readily turn this over four times a year at a profit of 60%.

SPECIAL OFFER

Write for information regarding this counter salesman. It draws no salary, but it sells pencils for you. The coupon is below.

AMERICAN
LEAD PENCIL CO.
242 Fifth Ave., Dept. H
New York

The VENUS Revolving Counter Stand takes only one foot of space but stocks, displays and sells one dozen each of the 17 Venus black degrees and one dozen Venus copying pencils.



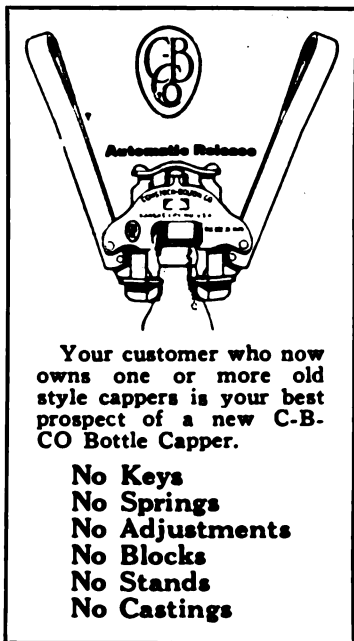
AMERICAN LEAD PENCIL CO.,
242 Fifth Ave., Dept. H., New York

Please send me the details of your offer of the VENUS Revolving
Counter Stand

Name.....
Address.....

Say you saw it in GOOD HARDWARE

Get Your Share of Profits in Bottling and Home Canning Outfits



Home bottling and canning outfits are by their very nature hardware items. Stop sending your customers to the drug store, the beverage house or the grocer for this item that is logically one you should handle. Increase your sales during the summer months by carrying complete lines of bottling and canning outfits.

The market for the C-B-CO Capper is unlimited. The demand for it for use in the kitchen—not in the cellar—is increasing by leaps and bounds. Every housewife is a live prospect—and the C-B-CO Bottle Capper is designed for her use in putting up liquids and semi-liquids, without the use of corks, paraffine or sealing wax.

Boost your summer sales. Increase your number of regular customers. C-B-CO Bottle Cappers are fast sellers—and profitable. Order a supply from your jobber today—or write us direct for money-making details on this fast selling line, addressing

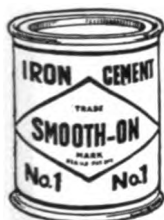
COMSTOCK-BOLTON COMPANY
1935 E. 15th Street KANSAS CITY, MO.

"CAPS THEM ALL"





Hardware Dealers!



SMOOTH-ON No. 1

may be used on
Iron
Steel
Brass
Copper
Aluminum
Wood
etc.

Here's your chance to stock up with an advertised product that allows a generous profit.

It's Smooth-On Iron Cement No. 1 for household and automobile radiator repairs.

Repairs leaks in kitchen utensils; also leaks, cracks or breaks in pipe lines, water jackets, boilers, furnaces and automobile radiators.

Stock up with this product now—it comes in 6 oz. tins, packed twelve in a lithographed carton, ready to display on your counter—the carton will help sell Smooth-On. Also sold in 1 lb., 5 lb., and larger size tins.

Write for information regarding our dealer proposition on this product.

SMOOTH-ON MFG. CO.

Established 1896

Dept. 18-H, 570-574 Communipaw Ave., Jersey City, N. J., U. S. A.

COUPON

Smooth-On Mfg. Co., Dept. 18-H, Jersey City, N. J.

Send me 1 carton of Smooth-On No. 1, 6 oz. size.

My Name.....

Address.....

City.....State.....

Jobber's Name.....

City.....

Save you saw it in **GOOD HARDWARE**



MORCO STILLSON WRENCHES

Superior in every detail—made from the highest grade of drop forged steel.

All parts carefully made to gauges—this assures absolute interchangeability and ease of operation.

Jaws are hardened just enough to stand heavy work and keep from crushing—wrenches well finished and fully guaranteed

**MOORE DROP FORGING
COMPANY**

SPRINGFIELD, MASS.

MORCO STILLSON WRENCHES

Say you saw it in *GOOD HARDWARE*

Order

Now!

1923



Miniature reproduction. Actual size: 5" x 8 1/2"

A year's advertising for 7 1/2 cents

7 1/2 cents puts this de luxe advertisement in a customer's home for a whole year. Your name stays in plain sight as long as the calendar lasts. Good advertising for paint and varnish products. Good advertising for you! You will want enough calendars to take care of mailing lists and over-the-counter distribution. Better to order a sufficient number than to have to send anybody away with an excuse instead of a calendar.

Save the Surface Calendar

HERE it is—the 1923 Save the Surface Calendar—"Long Life to America's Shrines." The most attractive, valuable and reasonably priced calendar ever offered to the Paint and Varnish trade. It will have seven leaves, collated, punched with two holes and corded to hang on the wall. Each leaf will carry a beautiful color reproduction of a famous building of American history (preserved for future generations by paint and varnish). These paintings will be richly lithographed in seven colors. The buildings illustrated and described in this historical de luxe calendar are:

THE CAPITOL LINCOLN'S BIRTHPLACE
FAVEUIL HALL THE WHITE HOUSE
MT. VERNON INDEPENDENCE HALL
OLD SOUTH CHURCH

The first leaf of the calendar shows the Capitol at Washington. On the back of this leaf is a description of the Capitol, with special reference to the part paint and varnish are playing in preserving it for America of the future. This is the method employed throughout the calendar.

The 1923 Calendar will be illustrated and described to the public in a full-page advertisement in the *Saturday Evening Post* of October 28, 1922, in connection with another \$1,000 Prize Contest—this time for the best stories and photo-

graphs of America's landmarks and shrines that have been protected by paint and varnish or ruined through neglect. This publicity and the historical interest will create a tremendous demand for this calendar.

Sold to you for \$7.50 per hundred, including your imprint and heavy envelopes. Estimate the number of calendars you can use and send your reservation order today. A finished sample will be sent to you on request. If, when you see it, you don't like the sample, cancel your order.

FILL IN AND MAIL TODAY

COUPON

Save the Surface Campaign
Calendar Dept., 42 Pine St.,
Providence, R. I.

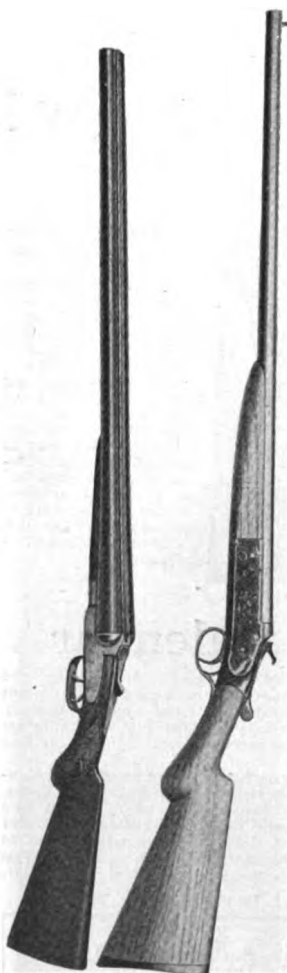
Enter my reservation for.....
1923 calendars at \$7.50 per hundred,
including envelopes and imprint. This
order is subject to my approval of
finished sample.

Firm Name.....

Address

.....G. H.

SAVE THE SURFACE CAMPAIGN (CALENDAR DEPARTMENT)
42 Pine Street Providence, R. I.



Sell Iver Johnson shotguns this fall

A good gun at a low price

Iver Johnson Champion Single and Hammerless Double Barrel shotguns have for years been favorite items with a large number of dealers throughout the country.

Probably the chief reason is that Iver Johnson makes good, accurate, serviceable guns that can be sold at a low price. That means volume business instead of occasional sales.

Iver Johnson shotguns "stand up" well, give real service and satisfaction, and build good-will for the dealer who sells them.

Because of the familiarity of the public with the name Iver Johnson—due to continuous national advertising of revolvers and bicycles—when you show a shotgun and say that it's an Iver Johnson the sale is half made.

Stock the line of revolvers, too—calibres 22, 32, 38, and 32 special, 6 shot. Hammer and Hammerless models with Regular, Perfect Rubber, and Western Walnut grips.

Round out your line with Iver Johnson Truss-Bridge Bicycles. Strong, speedy, easy-riding, durable.



FREE! Three interesting booklets, also complete dealer information. Send at once for one or all of these booklets.

"A34"—Firearms.

"B34"—Bicycles.

"C34"—Motorcycles.

IVER JOHNSON'S ARMS & CYCLE WORKS
34 River Street, Fitchburg, Mass.

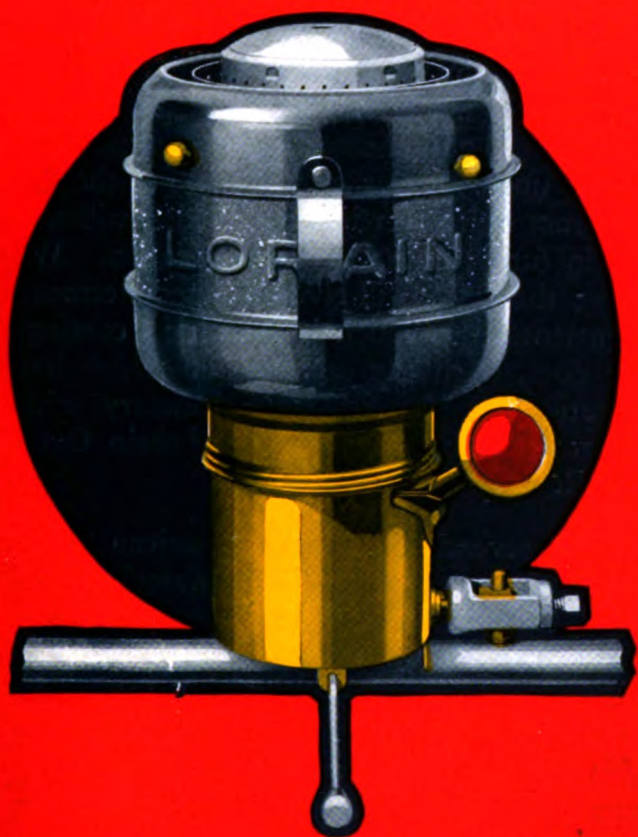
Revolvers—Shotguns—Bicycles—Motorcycles

New York Office: 99 Chambers Street
Chicago Office: 108 West Lake Street
San Francisco Office: 717 Market Street

IVER JOHNSON

FIREARMS—BICYCLES

Say you saw it in *GOOD HARDWARE*



*An interesting message to you
Turn the page—*

LORAIN
OIL BURNER



AMERICAN STOVE COMPANY has some information on Oil Cook Stoves that should be read by every dealer before he places his order for next season's requirements. The information will be sent upon request or you can get the details from our advertisements which will appear in future issues of this publication. We believe the trade will give this announcement the attention to which it is entitled, coming, as it does, from the organization which has revolutionized the gas stove industry with the world-famous device, The Lorain Oven Heat Regulator.

The several divisions of American Stove Company have been successful manufacturers of Oil Cook Stoves for more than thirty-five years. Therefore, it has long been expected that the world's largest manufacturer of cooking appliances would some day inject into the Oil Cook Stove Industry the same ability, energy, merchandising effort and inventive genius that have given its other products distribution—and preference—throughout the world.

The time has arrived.

AMERICAN STOVE COMPANY
ST. LOUIS, MO.



The Standard for Fifty Years



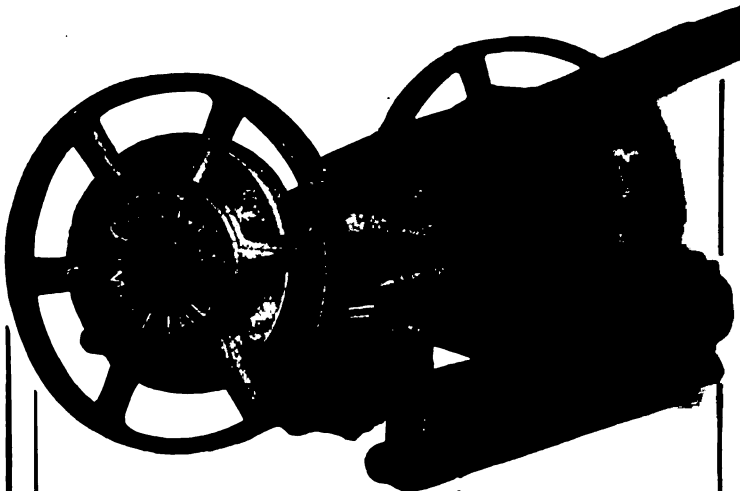
OUR growth during the past fifty years is an endorsement of the sound business policy which we have always followed—"quality first, then price."

*Buy for quality and
you buy for economy*



Tubular Rivet & Stud Company

Boston, Massachusetts



Anticipating Your Needs For Next Season

Think what it means to handle a lawn mower which has given absolute satisfaction for more than fifty years.

Which has the endorsement of the supervisors of the finest parks, cemeteries and golf grounds in America.

Which is used in every civilized country in the world.

Which is made in Hand, Horse and Motor types in sizes and prices to meet every requirement.

Which is made by a company who specializes in lawn mowers and who gives painstaking care to every detail on every machine.

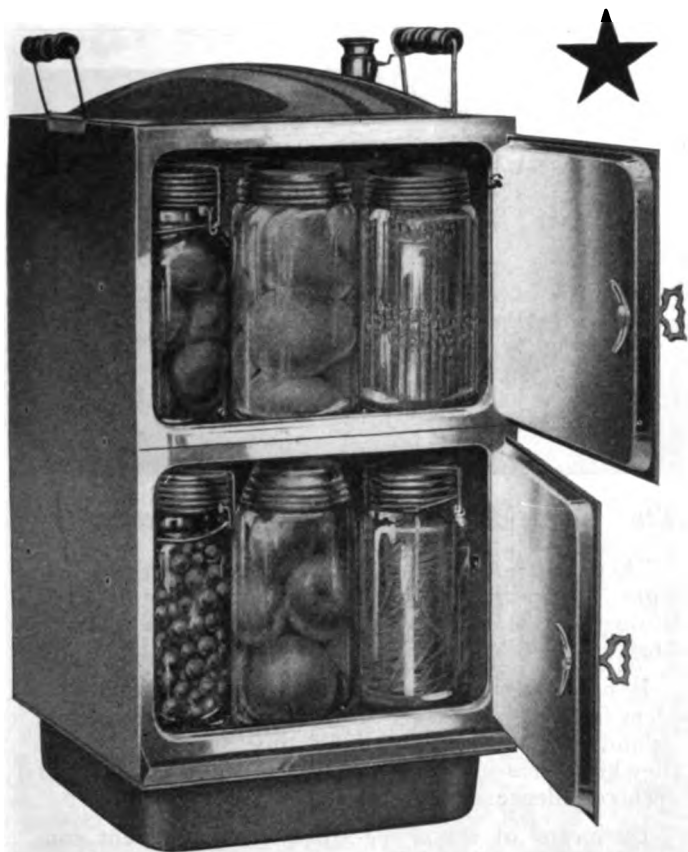
Which is tested so rigidly that not one lawn mower in a thousand ever goes wrong and there's redress without question or red tape when a COLDWELL doesn't "deliver."

These are the factors that have made COLDWELL Lawn Mowers the "Standard of the World" and when combined with COLDWELL Window Displays, Dealer Helps and COLDWELL advertising they influence sales most.

Time to arrange for next season's models.

Let us hear from you now so that our representative can arrange to call when you are ready.

COLDWELL LAWN MOWER Co.
NEWBURGH, N.Y., U.S.A.



Hurry Up and Get Your Share

of CONSERVO sales and profits during the canning season.

This superior cold-pack canning device cans and cooks by energized steam. Cans fourteen quart jars at one time, or cooks entire meal, over one burner. Women everywhere want it.

Popularity spreading rapidly. An amazing sales producer. We advertise locally at no expense to you.

Write quick for big Tested Sales Plan, explaining how we help dealers make quick sales.

THE TOLEDO COOKER COMPANY, Toledo, O.

Manufacturers of the Toledo Fireless Cookstove, Ideal Aluminum Ware,
Conservo Steam Cooker and Ideal Food Conveyor for Institutions

CONSERVO

STEAM COOKER

Say you saw it in *GOOD HARDWARE*



The Company — Back of Its Guarantee

There is a real significance to the red, white and blue *Tape-Marker*, which can be found in one strand throughout the entire length of every *Columbian Tape-Marked Pure Manila Rope*.

It has a broader meaning than merely a mark of identification. It means that the manufacturers stand behind every rope containing this Marker, because they know that it has proved, and is proving worthy of such confidence.

By means of this *Tape-Marker*, a permanent connection is established between the Company and its product, which is a protection to the dealer, and an infallible guarantee to the ultimate user.

Mr. Dealer—Insist on getting guaranteed *Columbian Tape-Marked Rope*. There is a jobber in your vicinity.

Write for your copy of the folder, "*How Columbian Tape-Marked Pure Manila Rope is Made.*"

COLUMBIAN ROPE COMPANY

322-80 Genesee Street

Auburn, "*The Cordage City*," N. Y.

Branches:— New York Chicago Boston Houston Baltimore

Draws Kids Like A Fire!!

There's no whistles or bells on that Paramount Window Trim. But, outside of that, it has all the attracting attributes of a fire engine to youngsters.

It shows the *real* Paramount Play Balls in such a way that every boy and girl who sees it **WANTS** one right away. Put that trim in your window and you create a neighborhood sensation!

PARAMOUNT Play Balls

THEY BOUNCE HIGHER

The higher the bounce, the bigger the sales! That's the secret of the great Paramount success. The famous Paramount **HIGH BOUNCE** closes the sale every time. That extra bounce is due, of course, to higher quality rubber and better construction. Paramount designs, too, are the most attractive to be found.

Get one of the three fast-selling assortments from your jobber right away! Each assortment supplies balls for the window trim. Look at your profit!

ASSORTMENT No. 1

121 balls. Costs \$6.50. Sells for \$12.05.
Profit to retailer, \$5.55.

ASSORTMENT No. 2

169 balls. Costs \$10.50. Sells for \$20.45.
Profit \$9.95.

ASSORTMENT No. 3

265 balls. Costs \$15.85. Sells for \$30.65.
Profit \$14.80.

If your wholesaler cannot ship quickly, we will and we'll square things with him.

Paramount Rubber Consolidated, Inc.

General Offices and Factory

LITTLE FALLS, N. J.

U. S. A.



THEY SELL QUICKER



REVERE TIRES & TUBES

Successful Dealers

WE are talking solely to those dealers who are sick of the hand-to-mouth selling methods which bring discredit to the tire industry, and are looking for a constructive, permanent policy to lean upon.

For we know that they alone will see the advantages of the Revere offer—that they alone will believe in the soundness of the Revere merchandising principle—that they alone will appreciate Revere super-quality.

If you are building for the future, you're the kind of dealer we can help. Get in touch with us!

REVERE RUBBER COMPANY

1790 Broadway

New York



EXPERT marksmen who know that quality, precision and superior workmanship are necessary for high scores, are practically unanimous in their selection of Smith & Wesson superior revolvers.

SMITH & WESSON

Manufacturers of Superior Revolvers

SPRINGFIELD
MASSACHUSETTS



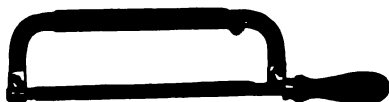
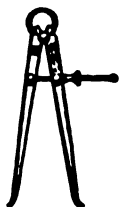
No arms are genuine
Smith & Wesson Arms
unless they bear plainly
marked on the barrel,
the name

SMITH & WESSON,
SPRINGFIELD, MASS.

Catalogue sent on request
Address Department K



*Quality Tools
at
Quantity Prices*



Low Price— Handle Adjustment

*A Combination in a Hack
Saw That's Hard to Beat*

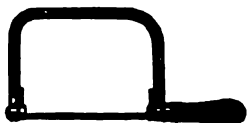
While the Pilot No. 20 Hack Saw Frame sells at a low price, it has the features you otherwise find only in a much higher priced tool.

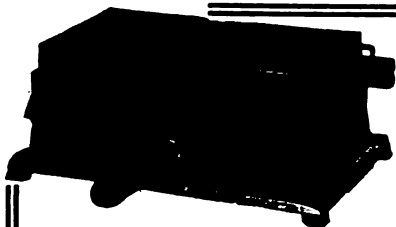
The handle adjustment feature is so remarkable in a low priced hack-saw frame that it is easy to convince your customer that he is getting exceptional value.

Nickel-plated frame, black enameled handle, adjustable from 8 to 12 inches, light, strong and durable.

Write for catalogue covering complete line of Pilot tools. If your jobber cannot supply you, write to us.

Consolidated Tool Works, Inc.
296 Broadway New York





Sunbeam
Reversible Toaster
and Grill

You Can Sell These to Your Most Particular Trade

The Sunbeam Reversible Toaster and Grill is the last word in quality—quality design, quality materials, quality workmanship. Users say it is the finest table appliance ever offered.

The Sunbeam Electric Iron sets the standard for every other. So superior in quality, beauty of design and richness of finish that it immediately appeals to careful buyers.

Order some in from your jobber TODAY.

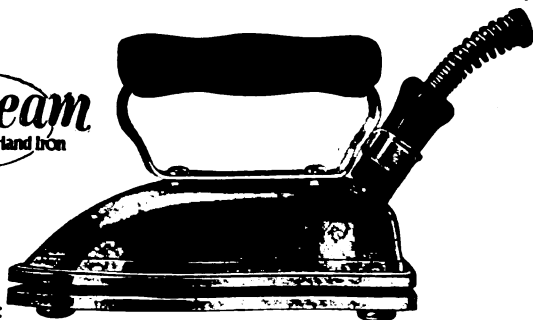
Your sales backed by advertising material
of unusual character.

Chicago Flexible Shaft Company

5614 Roosevelt Road, Chicago

32 years making quality products

Sunbeam
The Quality Hand Iron



Say you saw it in GOOD HARDWARE



No. 822

So Quality Pays

WHEN MR. JONES
BUILT HIS NEW house
A LIVE dealer who
KNEW THAT MR. JONES
WAS DETERMINED to install
ONLY THE best
GOT ON THE job
AND SOLD him
PACKER'S DUO RADIANTS for
THE ENTIRE house
WITH THE result
THAT WHEN ten other
HOMES WERE built near

MR. JONES he personally
SOLICITED THE owners
WITH THE dealer
SO SATISFIED was he
WITH HIS PACKER'S and
AS A RESULT the dealer
SOLD 28 HEATERS
IN THAT VICINITY alone.
HE WAS WISE enough to know
THAT ONE SATISFIED customer
BRINGS MANY more and wise
ENOUGH TO KNOW that
PACKER DUO RADIANTS always
MEAN SATISFIED customers.

A complete line is manufactured in distinctive finishes including Vitreous porcelain, Brushed Brass, Statuary Bronze and Flemish (antique).

A splendid profit and a quick turnover on every one of this line. Write to-day for our special literature. We have several good, live propositions for you.

The Ohio State Stove & Mfg. Co.
Columbus, Ohio

it's a Winner



Cash in on the radio fad with this live business-getter—the Klein Radio Tool Kit!

Nicely put up in a snappy, full leather, wax-stitched folding pocket case—this kit includes one Klein 5-inch long-nose plier, one Klein 6-inch side-cutting plier, small screw driver, electrician's knife, a high-grade file and electrician's tweezers.

Costs \$5.35 (F. O. B. Chicago) and sells over the counter at \$7.50 (F. O. B. Chicago).

Wire your jobber or us your order for a dozen kits and display material today!

Mathias KLEIN & Sons
Established 1857 Chicago Ill USA

Turnover~ That's What You Want!

Wrigley made millions selling an article for a few pennies—but selling over and over to the same people. Not how much profit per sale, but how many sales and how many repeat sales.

The same principle holds true with STOVOIL and the hardware merchant. In two words, STOVOIL means *volume business*! And volume business means the steady, day-in and day-out business that's the bulwark of all retailing.

Women Everywhere Know STOVOIL

The big dominant women's magazines tell all women how STOVOIL banishes rust on kitchen stove, on fastenings and household fixtures; how it imparts a satin finish—how it has no odor or stain. Nearly every big operating gas company uses and endorses STOVOIL. Domestic Science Laboratories approve and recommend it enthusiastically.

What is the result? Sales—sales—and more sales.

LET US TELL YOU

About the success other hardware retailers are having with this household necessity. Facts and figures talk to business men and we have them to prove our story. Now is the time—today. Write to

Tom Tap

SUPERIOR LABORATORIES

Dept. 503

Grand Rapids, Mich.

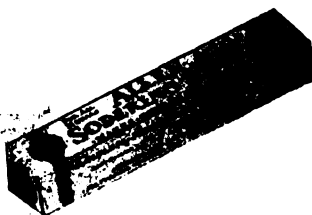


THE ENEMY OF RUST

ALLEN SODERING FLUX

SOME DAY

somebody is going to make a better flux than is now being offered to you and *we* are going to be that *somebody*—but until that day comes



Allen Sodering Flux

Is the Standard

We know that it makes the strongest, smoothest joint and soders any metal to any other metal.

It also soders Aluminum.

It comes in five forms: Stick, Paste, Salts, Oil and Liquid.

Send for a sample.

**L. B. ALLEN
COMPANY**

INC.

4565 North Lincoln Street
Chicago, Illinois



Your oil profit! Stop wasting it. Three-fifths of the oil you sell merely returns your cost. Your profit comes from the remaining two-fifths. Sell oil with Marvel Pumps and save your profit.

At one complete action of the piston a Marvel Oil Pump accurately measures and delivers one quart of oil. No dripping oil, no leaky faucets, no measuring mistakes nor messy floors. With a Marvel Oil Pump you sell quickly, serve more customers, conserve your time. Your customer gets clean oil. You waste nothing.

Illustration shows a typical installation of Marvel Oil Pumps on neat, clean tanks or barrels arranged in battery form. This makes oil as easy to handle as any other merchandise.

Marvel Pumps put oil selling on a good clean profit-making basis. And remember Marvel Pumps are instantly adjustable to any barrel or shipping drum without expense. Write for facts on the way to make your two-fifths profit.

ASK YOUR JOBBER FOR MARVEL PUMPS

Manufactured by

The Marvel Equipment Co. Cleveland, Ohio

Sales Agents

The Republic Steel Package Co.
Cleveland, Ohio & Richmond, Cal.

New York, N. Y.
25 Broadway, Cunard Bldg.

The Marvel Equipment Co.
Export Dept.
11 Broadway
New York, N. Y.

The Ohio Corrugating Co.
Warren, Ohio

Eaton Metal Products Co.
Denver, Colorado

Nebraska & Iowa Steel
Tank Company
Omaha, Nebraska

QUICK-CLEAN-HANDY



"Increase
your
profits"



BLACK JACK STOVE POLISH

*The Best Buy for
Everybody*

Black Jack Stove Polish (liquid and paste) is your best buy because it sells faster than any other brand. This means quicker turnover and bigger profits.

It's the best buy for the housewife because it's quick—clean—handy—fire-proof—long lasting—covered by a money-back guarantee.

National advertising is steadily building a bigger and stronger demand for **Black Jack**. Help us supply this demand in your community. Order a supply today from your jobber. If he can't supply you write direct to us. Mail coupon today for price list and attractive display sign.

NICKEL PLATE STOVE
POLISH CO.
Chicago, Ill.

Tear Off and Mail To-day

Nickel Plate Stove Polish Co.,
Chicago, Ill.

Send me without cost or obligation, complete price list of Nickel Plate Products and **Black Jack** Stove Polish Display Sign

Name

Street

City State

Jobber's Name

Quikwerk
TOOLS



Hoes

EVERY tool we forge must help maintain our reputation in the tool business—and yours. Did you ever hear a user of Quikwerk Tools question their excellence?

*Keep a good stock of
QUIKWERKS—they'll
keep good customers
for you.*

THE WARREN TOOL
& FORGE CO.
264 GRISWOLD ST.
WARREN, O.

STAR Hack Saws



Find Your Best Brands

Don't carry a lot of brands to slow up your turn-over. Find your one best seller in every line and standardize on that.

If you keep tabs on your hack saw sales you will find that Star Saws outsell other brands in overwhelming ratio. That is why most stores sell the Star exclusively.

Send for our new book on the "Use of Hack Saws." A valuable hand book for hardware salesmen as well as hardware users. Gives you a hack saw knowledge that will help you sell more saws and get better results for the customers you are now selling.

Free on request. Write for booklet F.

Now Sold by
CLEMON BROS. INC.
MIDDLETOWN, N.Y.
Makers Since 1883



SHEARS and SCISSORS



*Three of the
popular Ever-
sharps*



"Eversharp"

fills every request your customers make for medium priced shears and scissors. The Eversharp's beautiful finish, and the retail prices of from 10c to \$1.00 help you make quick sales — at a good profit, and the hardened and lasting cutting edges keep your trade satisfied.

Once you have sold a man or woman a pair of Eversharp shears or scissors you have satisfied a customer and made a permanent business friend.

You can get a quick start on this profitable and friend-making line by writing to us today.

"Eversharp"
SHEAR MFG. COMPANY
Bridgeport, Conn.



Sportsmen Are
Acquainted With

MARBLE'S OUTING EQUIPMENT

Marble's Axes, Knives, Gun Sights, Cleaners, Compasses, etc., sold by leading jobbers—order direct if your jobber can't supply you. Liberal discounts from list prices.

Flexible Rear Sight—Improves game or target shooting—fits all American rifles. List price \$4.

Waterproof Matchbox—Keeps matches bone dry, even under water. Packed 1 doz. in attractive display carton. List price, each 60c.

Woodcraft Knife—Dandy knife for men or boy scouts—list price, leather handle, \$2.25. Staghorn \$3—prices include fine leather sheath.

Rifle Cleaner—Softest brass gauze washers thoroughly clean without injury. List price 60c. Shotgun Cleaner, same as above \$1.

Marble Arms & Mfg. Co.
533 Delta Ave.
Gladstone, Mich.

Pacific Coast Representative: McDonald & Linforth, 737 Call Bldg., San Francisco; Southwestern Representative: F. B. Schultz, 1002 Central Trust Bldg., San Antonio, Texas; Southeastern Representative: P. F. Dawson, Charlotte, N. C.; South Central Representative: W. J. Jacquin, Louisiana, Mo.



THE DELINEATOR



Do the footsteps
go **BY** your store
or **INTO** it?

HOW I WORKED M
THE \$500.00 P
MIDSUMMER
THE DUTY
SEMBER 1912

IF sidewalks were soft so that footsteps left their imprints, what a story they would tell. The footprints would go by some stores in a steady stream. The doorways of others would be worn deep with the footprints of the people who went in and came out again with bundles in their arms.

The Delineator is sending footsteps toward your store. Are they coming in or going by? See the story on the following pages.

FOLLOW FOOTPRINT
TO NEXT PAGE



*People go **BY** this store*

FEW people *want* to go into this store. They go there because they have to—it may be the only store in the neighborhood—or something is wanted in a hurry.

Why should anyone want to go into it? Its windows are cluttered with merchandise of doubtful quality. Its whole appearance makes people feel that the owner is a poor business man. He probably tries to sell the things he thinks people ought to have rather than the goods they actually want. Such a store repels rather than attracts.

Contrast it with the store on the opposite page. It is orderly and attractive. It breeds confidence that gets business by featuring merchandise that folks already know something about.





They go INTO this one

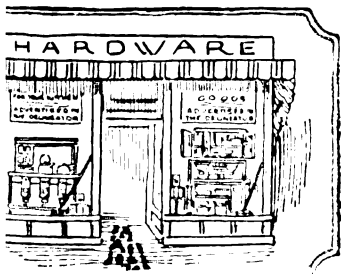
THIS store also sells hardware and household goods. Yet folks go into it, not by it.

The merchant keeps his place neat and attractive. With the same good business sense he features well-known advertised merchandise. He gets quick easy business from people already half sold. He often displays goods advertised in *The Delineator*—he knows its great circulation takes in the very people he wants as steady customers—he knows *The Delineator* carries no mail-order advertising.

So he features *Delineator* merchandise to remind people of the things they have read about. And the footprints turn toward the store and not away from it.

THE DELINEATOR

The Retailer's Silent Salesman



Published by The Butterick Publishing Company, New York. Associated Publications: *The Designer*, *Adventure*, *Everybody's Magazine*, *The Butterick Quarterlies*, *The Progressive Grocer*



TURNING FOOTSTEPS TOWARD YOUR STORE

Every issue of *The Delineator* is a great salesman for the goods advertised in it. The advertising makes the sale in the home—it turns the footsteps toward the store that has the goods to fill the orders.

YOUR BUSINESS ALLIES

are the manufacturers who advertise in *The Delineator*. Here is a partial list of goods advertised in current issues.

Alabastine Wall Coating

Alabastine Company, Grand Rapids, Mich.

Bissell's Carpet Sweepers

Bissell Carpet Sweeper Co., Grand Rapids, Mich.

Black Silk Gas Range Dressing

Black Silk Stove Polish Works, Sterling, Ill.

Gendron's Children's Vehicles

The Gendron Wheel Company, Toledo, Ohio

Hartshorn Shade Rollers

Stewart Hartshorn Co., New York City

Hoosier Kitchen Cabinets

Hoosier Manufacturing Co., Newcastle, Ind.

Icy-Hot Vacuum Products

The Icy-Hot Bottle Co., Cincinnati, Ohio

Ingersoll Watches

Ingersoll Watch Co., Inc., New York City

Kirsch Flat Curtain Rods

Kirsch Mfg. Co., Sturgis, Mich.

Le Page's Glue

Russia Cement Co., Gloucester, Mass.

Mirro Aluminum

Aluminum Goods Mfg. Company, Manitowoc, Wis.

New Perfection Oil Cook Stoves and Ranges

The Cleveland Metal Products Co., Cleveland, Ohio

O'Cedar Mops and Polish

Channell Chemical Company, Chicago, Ill.

Pyrex Ovenware

Corning Glass Works, Corning, N. Y.

Sani-Flush

The Hygienic Products Co., Canton, Ohio

Stoneware Jars

Stoneware Manufacturers' Ass'n, Monmouth, Ill.

Three-In-One Oil

Three-In-One Oil Co., New York City

Tirro Mending Tape

Bauer & Black, Chicago, Ill.

Valspar

Valentine & Company, New York, N. Y.



ED MY V
0.00 PREL
RUMMER
AUTTE

SEE
PRECEDING PAGE



FREE -

To Dealers Located in Coal Mining Territory

HERE is an offer with absolutely no strings attached.

We will make a complete analysis of your territory, tell you what kind of tools should be stocked for quick sales and give practical suggestions for stimulating and handling a coal mining tool business.

a new service—

Miners prefer to buy from the hardware store rather than from the operator. This offer is made to show you how you can not only compete, but increase your profits materially by handling Salem tools.

subcaption—

Take advantage of this offer. If you decide to order after analysis has been made, your jobber will handle the order.

A postcard with your name, address and name of local jobber is all we ask. It will bring this service and our catalog showing complete line with prices. Do it now before you forget.

Salem Coal Miners' tools are the standard

THE SALEM TOOL CO.
SALEM, OHIO

It's a Snap

to sell Upressit Salt Shakers to people who didn't come in to buy salt shakers.

Because in the Upressit you sell freedom from the annoyance of pounding and working away to clear the holes.

You have experienced this annoyance. Every one of your customers has—and will buy Upressit on sight to replace the old-fashioned shakers.

It's a Snap to clear Upressit holes—just a snap of the cap.

You snap it with finger and thumb and clear every clogged hole immediately.

U—press-it to open; U—press-it to close.

The same principle that has made every housekeeper fall in love with Upressit jelly tumblers.

Get a supply of Upressit salt and pepper shakers from your jobber. Make a counter display and watch them move.

Upressit Products Corporation
Long Island City, N. Y.



If you haven't yet heard the "snap" that clears the holes, sign and mail now

Upressit Products Corporation
Long Island City, New York

Send sample Upressit Salt Shaker, also complete sales plan for hardware stores.

Name.....

Address.....

My jobber is.....

Write in pencil; ink blurs.



The Crucial Point in Coaster Construction

The life of a coaster depends on its wheels. That is why the wheels of Auto-Wheel Coasters and Convertible Roadsters are built to withstand the utmost strain.

Auto-Wheel

Coasters and Convertible Roadsters



All wheels have self-contained, frictionless roller-bearings. Either steel or rubber tires are imbedded in a wood felloe which absorbs road shocks and deadens sound. A solid wood cushion center makes collapse impossible. In every detail this auto-type disc wheel is the acme of perfection in design and workmanship.

The mechanical perfection of this wheel is proved by the fact that out of scores of thousands manufactured, not one has been returned because of being unfit for service.

If you are not yet selling Auto-Wheels get started now and you will see a wonderful difference in your coaster business.

The Auto-Wheel Coaster Company

Incorporated

Dept. O North Tonawanda, N. Y.

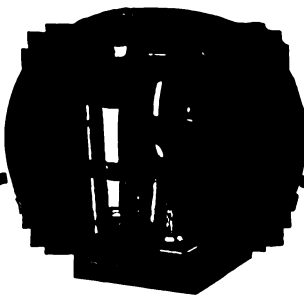
Permanent Toy Fair

108 Chambers St., New York City

1007 Coca Cola Bldg., Kansas City, Mo.

214 Maritime Bldg., Seattle, Wash.

Monadnock Bldg., San Francisco, Cal.



Kwikmix

A Big

Money Maker for
Live Dealers

The Kwikmix is one of the fastest selling summer specialties on the market. It does everything an electric mixer will do—and without any operating cost. Spindle revolves 1600 r.p.m. with easy turning of crank. Fine for mixing summer drinks, eggnogs, mayonnaise, etc. Nothing to get out of order—superbly finished—will last a life time.

New York department stores sell Kwikmix by the gross. You ought to be able to sell a large number at our special new low price. Write for all details.

We are also manufacturers of the "Peerless" Sanitary Garbage Can—the can with the patented lock cover.

SCHENKER MFG. CO.

225 W. 17th St., New York



IN THE LEAD

to the

FINISH

in

Quality and Service

Rope-with-a-Reputation



Reg. U. S. Patent Office

ORDER FROM YOUR JOBBER

If Your Jobber Does Not Handle, Write Direct



To Careful Buyers of Auto Accessories

**You buy that which sells.
That which sells best is
that in demand.**

**That in demand is the
best value for the money.**

**The best value for the
money earns repeat busi-
ness.**

**Repeat business makes
staple profits.**

On the basis of staple
profits I present

**Puritan
Products**

Mfg. by the
Puritan Soap Co.,
Rochester, N. Y.

Your Jobber's sales-
man has had samples



DIETZ
"SCOUT"
LANTERN
the Big Summer
Seller.

THE "Scout" is the lantern
thousands of people want.
It fills so many real needs
and costs so little. That is
why it is making big sales.

The "Scout" is only 7¾ inches
high. It fits into automo-
bile tool boxes or adds no
burden when swung from a
pack. It is strong and reli-
able—fit for all emergencies.
Furnished with red or green
colored globes when desired.

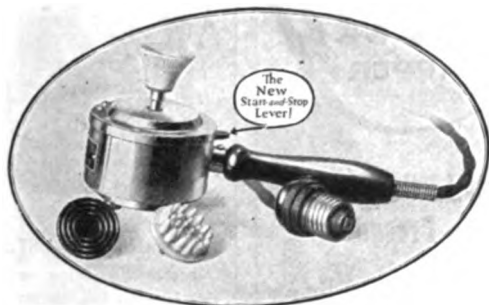
*Ask your Jobber. He will tell
you all about the good little
"Scout."*

R. E. DIETZ COMPANY
NEW YORK

*Largest Makers of Lanterns in the
World*
—
Founded 1840



It Still Retails at Only \$5!



Here's The NEW Improved STAR Electric Massage Vibrator

Here's the *newest* Star—The 1923 model. Made differently, boxed much more beautifully and certain to give far greater service and satisfaction than any other vibrator of this type we've ever perfected.

The handy new Start-and-Stop Lever is the big sensation. It eliminates reaching up to an electric light socket. Just a gentle push of the thumb, and presto!—You get worlds of delightful, soothing, blood-renewing vibration. Push the little Lever back and *instantly* the current is cut off! Special cold cream and facial-massage applicator; hair-and-scalp applicator; body-massage applicator. Also 6 feet of cord, plug and book of directions. Packed in a handsome new box. Backed by the best-known vibrator concern in the world. Stock this NEW 1923 Star Vibrator *at once!* Ask your Jobber, or write us for further details.

FITZGERALD MFG. CO.
TORRINGTON, CONN.

THE Everedy BOTTLE CAPPER

Works with Little Pressure Sells with No Pressure

Its sturdy appearance and simple operation have made the "Everedy" the most popular capper wherever marketed. Acclaimed by users as the ideal capping machine for sealing bottles of catsup, fruit juices, root beer or any other home-made beverages. Used with the "Crown" cap can be purchased anywhere.

Ask Your Jobber
or Order Direct

The EVEREDY BOTTLE
CAPPER CO.
Frederick, Md.,
U. S. A.



Crown sets with little pressure. This No. 3 is our home model. Made of the best grade malleable iron and steel. Nothing to get out of order.

Low Cost—Quality Electric Washer



This
No. 50
Boss
Electric
is selling
fast

Retails Only \$87.50 Cash

Our free Financing service enables you to also sell it on easy terms.

Better look into this sales
stimulator!

**THE BOSS WASHING
MACHINE COMPANY
CINCINNATI, O.**

Makers of BOSS Water-power, belt and
hand-power washers since 1899



Assortment No. 25—one-half dozen dozen thermometers. Two styles. Assorted colors. List price \$2.50.



Troy assortment No. 2, twelve styles, twenty-four thermometers. Unfading red liquid. List price \$15.00—retail price of individual thermometers ranging from 25c to \$2.00.

25c to \$2.00 Tells the Story

There is a thermometer shown here to fit the pocketbook of any one of your customers.

Mounted on cardboard, each set is easily displayed and invites sales.

Leading jobbers act as distributors. If your jobber cannot furnish them, we will supply you direct.

Write for merchandising plan on Wilder Cooking Thermometers.

Wilder-Pike Thermometer Co.
Troy, N. Y.



WHY TAKE ANY MORE CHANCES?

Here are two
grades of wire
rope; same size; same
construction.

WILLIAMSPORT
is a quality wire rope

For years the output of this mammoth plant has been absorbed by operators, whose requirements demanded uniformly high quality.

Increased facilities now make available to all this quality wire rope. Millions of dollars have recently been spent on new additions, machinery and equipment, including a modern wire drawing plant. And today we are one of a few who draw all their own wire.

It offers an unusual opportunity to strictly high grade dealers.

They look so much alike that the maker himself cannot distinguish the difference. It requires a laboratory test. And yet there is 6 cents difference per foot in the base price and 4 tons difference in tensile strength.

Countless mistakes have occurred since wire rope has been made—some willful—some perhaps fatal—in the marketing and use of wire rope under these conditions.

You don't need to buy wire rope this way any more

WILLIAMSPORT protects your purchase

The core of every Williamsport Wire Rope now contains their new Telfax Patented Tape, definitely marking each grade of wire rope, thus removing forever the element of chance and necessity for guessing. Look for it.

It is the only wire rope made that provides this positive protection. So that now, anyone can distinguish at once the grade of wire rope he gets, if he specifies Williamsport. This protection is of vital and far reaching importance to all wire rope users.

WILLIAMSPORT WIRE ROPE COMPANY

Main Office and Works "Accepted as the Best" Gen. Sales Office: Peoples Gas Bldg.
Williamsport, Pa. Chicago, Ill.

Distributors:

Van Camp Hardware & Iron Co.—Indianapolis, Ind.

Richards & Conover Hardware Co.—Kansas City, Mo.

MARATHON "OK" GRINDER and BUFFER

With $\frac{1}{4}$ h. p. Motor, 6 inch
abrasive wheel and 7 inch
Buff.



Our quantity discount scale
will enable you to sell it at a fine profit for yourself,
and save your customers money.

Send for lists and discounts

MARATHON ELECTRIC MANUFACTURING CO.

33 ISLAND ST.

WAUSAU

WISCONSIN



ROBERTSON

Horseshoe

**MAGNET
HAMMERS**

**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe
Magnet Hammers. Tacks or
small nails are held by the
magnet end of hammer,
ready for driving anywhere
within reach.

**The Best Magnet Hammer
on the Market**

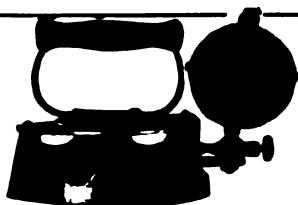
ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U. S. Pat. Office



Summer Profits!

Here is one of the fastest selling hot
weather specialties on the market.

Women need and want this iron.
It saves work, time and makes iron-
ing a pleasure. With COMFORT
the housewife can iron any place she
wishes—wherever it is cool. Show
the COMFORT to every woman in
your community. Get these extra
profits. Start early.

Ask your jobber for our special
summer offer.

National Stamping and Electric Works, Chicago

"Comfort"
**Self-
Heating Iron**



Preventing Percolator Damage Will Make You Money

One glance at a Silpon Handle Protector shows that it will keep flames and heat from ruining percolator and pot handles.

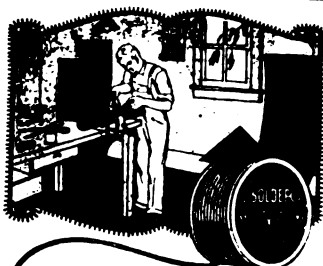
Shown in 9 x 10 inch Display Carton that contains three dozen boxed protectors, retailing at a dime each.

Endorsed by Good Housekeeping and Tribune Institutes

Order
from
your
Jobber

Young
Specialty Co.

2220 Vliet Street, Milwaukee, Wis.



Those Whose Livelihood Depends Upon the Daily Use of Solder—

naturally turn towards that commodity which tends to improve their working facilities.

The live dealer shows them Kester Acid-Core Wire Solder and explains how the self-fluxing feature will save them hours of valuable time during a week—and how, with less effort, more and cleaner work can be produced.

Sell a man Kester Solder once, and you'll always sell him—not only Kester, but also numerous other items.

Dealers handling Kester Solder make clean, quick, accurate and profitable sales.

Mechanics look for dealers who contribute towards the improvement of their working facilities. Are you that dealer in your community?

KESTER

Acid Core WIRE SOLDER

Manufactured by the
CHICAGO SOLDER CO.
Direct Factory Representatives

Faucette-Huston Co.
Chattanooga, Tenn.

Louis J. Ziesel Co.
216 Market St.
San Francisco, Calif.

SAMPLE
FREE

GH 8-22

CHICAGO SOLDER
COMPANY

4215 Wrightwood Ave., Chicago, Ill.
Please send me a sample of Kester Acid-Core Solder, no charges, postage prepaid.

Name

Address

Supply House

CADILLAC NAP INSURANCE

is

selling

CADILLAC
ELECTRIC
VACUUM
CLEANERS

Write for
Particulars

CLEMENTS
MFG. CO.

610 Fulton Street
CHICAGO



BLACK SILK

GAS RANGE DRESSING

Sales Sure as Sun-Up

WHEN you have a product that folks want, made by an old reliable firm, priced right and backed by advertising—profitable sales are certain!

Wide-awake merchants are finding out that these new Black Silk products—for the care of Gas Ranges—are selling fast. They are doing a much-needed work, and doing it right.

Black Silk Gas Range Dressing is not an enamel or a stove polish. It restores the newness and gives to the range, or anything made of planished iron, a deep, rich black which will not crack or peel off. Then by occasionally wiping with a cloth moistened with Black Silk Polishing Oil, the range will always be "spick and span."

Many millions of people will read our advertising in national magazines, farm publications and newspapers. They know "Black Silk" quality and will want to try these new products. Send order to your jobber today.

Black Silk Stove Polish Works
Sterling Illinois



Put a Better Edge on Your Profits

With a razor stropp you can guarantee to your customers. Not merely cut from leather, but built from finest horseshide and shell cordovan, tanned in our own tannery by our own processes expressly for razor stropps. That's why we guarantee

RED-E for Use Razor Stropps

to produce a keen edge and insure a perfect shave.

100% Profit; Display Stand Free

Assortment includes stropps for all razors and safety blades—also blade holders. Handsome Oak or Mahogany finish display stand free with initial order for 1½ dozen assortment. Price \$15.00 F.O.B. your store; retails for \$30.75. Your jobber has or can get RED-E-for-Use Stropps. If he hasn't them send direct today giving dealer's name

GIBFORD MFG. CO.,
208 Payne Ave., Adrian, Mich.



Anyway You Look At It, It Fits

It fits the pocket because it was designed and built that way. It fits the merchant because it tells him what other merchants are doing.

It fits the clerk because it has articles that will interest him as well as the boss, on store arrangement, selling, display, etc.

Three Factories

Main Office: Toledo, O

The American National Company

ALEMITE ON "AMERICAN" JUVENILE AUTOS

This excellent exclusive feature of Alemite lubrication makes these juvenile autos the easiest running on the market. The kiddies like this "grown-up" feature and dealers find a steady source of profit in American juvenile vehicles so equipped.

We can make them cheaper, but we won't; we would like to make them better, but we can't.

ALEMITE

High Pressure Lubricating System



THE American LINE
THE LINE BEAUTIFUL

See American Line First
Sells Itself



Increased Sales For You

The Witt message is now being carried monthly to hospital buyers everywhere through the Modern Hospital Magazine.

Since January 1 alone, 427 contracts for new hospitals and institutions have been let. New garbage pails and ash cans will be needed by all.

Will you be in a position to supply the demand for

WITT

Corrugated Ash Cans and Garbage Pails

that this and our other national advertising and sales helps are creating? For increased profits, we suggest you investigate. The coupon makes it easy.

The Witt Cornice Co.
Cincinnati, Ohio, U. S. A.

The Witt Cornice Co. Date.....
Dept. E, Cincinnati, Ohio
Please send catalogue and prices on
Witt Corrugated Cans and Pails.
Name.....
Address.....
City.....State.....

Say you saw it in **GOOD HARDWARE**



ON the market for twenty years — demand still growing.

Lowell Sprayers are favorite tools. All sizes—all styles—Popular because they fill every need.

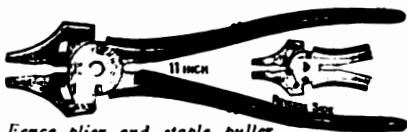
Well made—Durable—neat in appearance.

Sell readily at a good profit—and you can confidentially recommend them.

Ask your jobber about Lowell Sprayers—the profitable line—or write us for particulars.

Manufactured by

Lowell Specialty Company
Lowell Michigan



Fence plier and staple puller

Cronk's Fence Plier and Staple Puller pulls staples where other styles fail, because it is the **ONLY** staple puller made that has plier jaws. It is forged from high grade steel and fully warranted, and is finished in black with knurled handles and polished nose.

Easy to Sell



*Order from
your Jobber*

CRONK & CARRIER MFG. CO., ELMIRA, N. Y.



A Self Seller

That's what dealers who handle it say about the

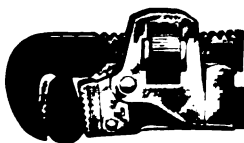
Adjusto Household Rack

Instantly appeals to the housewife, does away with nails and hooks that tear and rust spot fabrics hung on them. Folds out of the way when not in use, but can be raised into position in a jiffy. Three and six arm styles.

Jobbers and Dealers
Stock this article.
You'll find it a
steady seller.

Fernald Mfg. Co., North East, Pa.

Say you saw it in **GOOD HARDWARE**



TRIMO TOOLS

TALK No. 3

When you sell a TRIMO tool, you give the customer something that he can always depend upon to give good service and lasting satisfaction.

The TRIMO PIPE WRENCH, herewith illustrated, is made in all sizes steel handles, and also in 4 sizes with wooden handles.

Note the following saving advantages of the TRIMO Pipe Wrench: Steel frames will not break, saving replacing frames. Nut guards that keep the adjustment, saving time. An inserted jaw in the handle, saving the handle. The spiral spring is always in place.

Trimo Tools Talk No. 4 will appear in the next issue of this journal, featuring the TRIMO CHAIN WRENCHES.

Write to the manufacturers for full particulars.

THE TRIMONT MANUFACTURING CO.
Roxbury, Boston, Mass.

"Stronger Chicks"

It's no fiction that the right incubator does produce better chicks. Read below what the Bendlage Hardware Co., Marshalltown, Iowa, says about

Queen Incubators

They write: "We have found the QUEEN line of Incubators, Brooders and Brooder Stoves more than satisfactory and can get hundreds of Testimonials of Stronger Chicks and almost perfect hatches with the QUEEN. We have sold the QUEEN line for 9 years and increased our sales from 6 to 8 pieces per year to 50 pieces. We cannot too strongly recommend the QUEEN line."

Ask us about terms, etc.

Queen Incubator Company
Lincoln, Nebraska



Door Hangers and Garage Door Hardware

No better evidence could be had of the faith that dealers and users alike have in Allith-Prouty goods than the constantly increasing demand.

Over two decades of trade establishment have built up an enviable good will directly traceable to the unvarying production of properly designed and extremely well made sliding door hardware.

Send for Catalog 90

ALLITH-PROUTY COMPANY
Manufacturers
Danville, Illinois

ALLITH-PROUTY

Link up your name
with that of the ~
RELIABLE
Standard
INCUBATOR

has the most users and is most in demand everywhere. Has taken more prizes than any other. It's a strong trade magnet.

The reliable Sales Book describes the full line of RELIABLE Incubators, Brooders, oil and coal burning Hovers, Poultry Appliances and equipment all covered by a positive money-back guarantee. Dealers make easy sales and good profits through our extensive advertising and close co-operation. They appreciate it. So will you.

We are originators of the Standard Blue Flame Oil Heated Colony Hovers. Not affected by cold weather, will not overflow, automatic control. Controlled by lever easily regulated to produce heat required.



J.W. Myers, Pres

Write for Dealer Terms and Prices

RELIABLE INCUBATOR & BROODER CO
Department S QUINCY, ILL., U.S.A.

Reliable because right.



Write for the
Reliable Sales
Book TODAY.

50 to
1100
Eggs



**These Phonograph Needles Sell
Themselves at 100% Profit!**

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10¢ per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those Satisfactory Violaphone needles. Every needle plays 10 records—brilliantly.

THE FRED. GRETSCH MFG. CO.
60 Broadway, Brooklyn, N. Y.

Manufacturer of Eagle Brand Steel Strings

SAFE, SATISFACTORY and SELLS

*Non-Explosive, Non-Corrosive
Non-Poisonous*

A complete substitute for dangerous acids, commonly used as a Flux. Ruby Fluid is quick setting, anti-rusting and always ready for instant use. Ruby users include the foremost industries of the country



THE RUBY CHEMICAL CO.
Columbus Ohio
Dept. G-7

Rubyfluid



**YERDON
CAST BRASS
HOSE BANDS**

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

If Jobber does not handle, write direct

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

The 2-in-1 Tool

The Magic Weeder Hoe is the only spring-tooth garden tool made



Profits on the Magic Weeder Hoe come rapidly and regularly because of this tool's popularity; the teeth are adjustable to different widths—and they can't clog. It's easy to operate and easy to sell. Get them from your jobber or order direct from us.

The
F. H. Reichard
Manfg. Co.
BANGOR, PENNA.

The Season's Short, But—



BROWNEE Fruit Press

will bring you big returns because it
Sells on Sight at
\$5.00

(East of Mississippi)

Strong, efficient, fast.
Little effort, no waste.
Especially selected oak.
Metal parts of acid resisting aluminum wherever there is contact with fruit juice.
There's big business during the short season, but get it all by stocking early.

NEW YORK

A. L. Lane 41 Harrison St.

PHILADELPHIA

Chas. J. Wachter 105 N. Second St.

CHICAGO

McMillan & Wagener
People's Gas Building

PACIFIC COAST

John T. Rowntree, Inc.

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MILBRADT ROLLING "STEP" LADDERS



Made for the last thirty-six years by the original inventor.

Eighteen styles to fit any conceivable type of shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.

SAFETY "BIG-BANG" CANNON

*No matches, No powder
No danger*

SAFE AND SANE

"BIG-BANG" has all the Glamour, the Flash and the Boom that appeals so strongly to the heart of the boy with the absolute safety demanded by the most exacting parent. Used in the house or anywhere in Military Games, Celebrating and Saluting.

SAFE and SANE—An overcharge means only a smaller report. Even a lighted match will not ignite the Bangsite in the ammunition case. The cannon will neither set fire to tissue paper nor burn the skin.

COST OF OPERATION—very little. The cannon may be fired 100 times for a few cents. Open the breech—fill the charging measure from the ammunition case—slam the breech shut—touch the igniter—it's off with a "BANG."

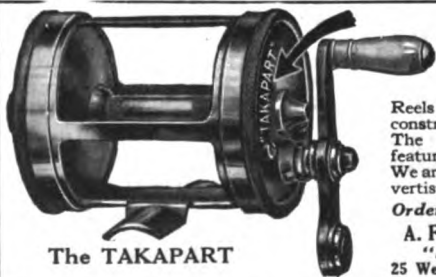
Noisy as the Biggest Cracker but as Harmless as a Pop-Gun
Write us for further information

Mr. Jobber: Buy Now and give your trade a chance to sell and re-order to meet the great demand for Fall and Xmas

Retail Prices, \$1.25 to \$5.00. Five Models.

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Bethlehem, Pa., U. S. A.



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MEDICINE CABINETS
AND
LAVATORY MIRRORS**

The trade mark means excellence in all details.
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Full Lengths**

Established 1869

Order Thru Your Jobber

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Silver Lake Co.
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24 Years' Duty says it's Good

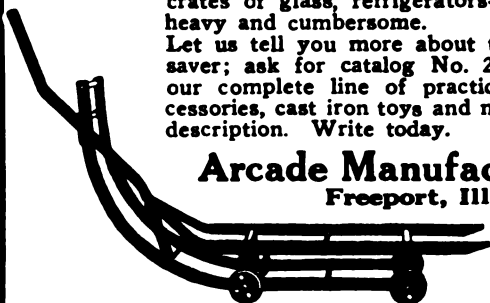
One customer writes, "I have used one of the Baltzly Stove Trucks for the last 24 years and think it is the best and most durable truck made."

That's saying a whole lot, but nevertheless, that man didn't stretch the truth one bit. Baltzly Stove Trucks certainly prove themselves indispensable in the hardware store.

They're made of steel—solid steel! You can lift and move with ease stoves, coils of wire, crates of glass, refrigerators—anything that's heavy and cumbersome.

Let us tell you more about this sturdy labor saver; ask for catalog No. 28. It illustrates our complete line of practical hardware accessories, cast iron toys and novelties of every description. Write today.

Arcade Manufacturing Co.
Freeport, Illinois



Sure Sales When You Sell the SHUR GRIP

This Counter Display should be working for you.

In the City of New York nearly 1000 Dealers have put it to work—it is making the selling of an easy selling item doubly easy.

One Dealer alone who put it on his counter, ordered and disposed of 3 gross PARKER SHUR-GRIPS within two weeks, and he's still going strong.

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Their sale is at a real profit to you. Get our attractive proposition. The counter display in three colors comes to you free with your first order.

If you want a sample handle we'll send it.



PAT.
JULY 12, 1921

It Screws On

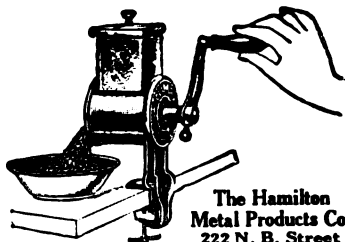


PARKER SUPPLY CO., Dept. H. NEW YORK

You too can Profit by Selling the

CLIMAX FOOD GRATER

Hardware merchants all over the country are enjoying the profit from the CLIMAX FOOD GRATER. You can profit with the others by showing this little kitchen necessity. It sells fast because it works well. And it works well on every article of food that needs grating. Specify CLIMAX when you order from your jobber.



The Hamilton
Metal Products Co.
222 N. B. Street
HAMILTON, OHIO



Every Dealer

who has displayed our
new Style L Flemish Oak

Counter Display Cabinet

containing an assortment of the
best selling sizes of

Moore Push-Pins

"Glass Heads—Steel Points"

Moore Push-less Hangers

"The Hanger with the Twist"

has doubled and tripled sales of these
quick selling 10c packets.

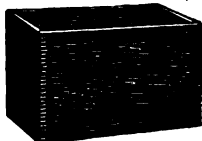
Extensively advertised. Used in Mil-
lions of Homes. 150 ten-cent units,
including cabinet, for \$10.00 from
your jobber.

Moore Push-Pin Co.

Wayne Jct., Philadelphia
Est. 1900

A Well Arranged Store Reduces Selling Costs

Keep your stock in perfect order
and always clean and fresh in



Green's Shelf Boxes

Neat, serviceable, low priced. In use in thousands of stores
throughout the country. Descriptive price list on request.

The A. H. Green Co., 105 Park Ave., New York

LITTLE GIANT CLOTHES REEL



Has 125 ft. line.
All metal, practically in-
destructible.
Guaranteed FOREVER
Raises to 9 ft.
Lowers to 4 ft.
Saves Doctor's bills
Cheaper than wooden posts, arms and
wire. Prevents wet feet and colds. Used for
rug cleaning, airing clothing, etc.
Bought by men who love their wives
LITTLE GIANT COMPANY
222 Rock St. Mankato, Minn., U. S. A.
Established 1876

SAMSON CORDAGE WORKS



Manufacturers of
braided cordage
and cotton twines,
sash cord, clothes
lines, etc.

Send for
catalog

BOSTON, MASS.

Dover Quality Ware

*The
Quality
is
There*



*The Style
Is Good
and
the Price
Right*

DOVER SHEET STEEL EXTRA HEAVY RE-TINNED DISH PANS

GOOD TINWARE is still manufactured and used by many. Send for our No. 35 catalog, look it over and send us a sample order.

We are the originators and manufacturers of the **GENUINE DOVER EGG BEATER**.

DOVER STPG. & MFG. CO.
Cambridge 39, Mass.



The Genuine **FAIRBANKS SCALE**

*The Name and the
Price both Recom-
mend it!*

500 lb. Size

\$16¹⁵

F.O.B. Factory

Quantity production makes these low prices possible. Every Bureau of Weights and Measures passes Fairbanks Scales as "correct." It is truthfully said—"If it's weighed on a Fairbanks there's no argument." This Fairbanks Scale has steel to steel bearings—arrow-tip beam, wide wheels and large platform. The world trade-mark tells you it's the genuine.

**1000 lb.
Size
\$18⁹⁰
F.O.B.
Factory**

FAIRBANKS SCALES

NEW YORK
Broome and LaFayette Sts.
CHICAGO

900 So. Wabash Avenue

And forty other principal cities in the U. S.





*One of the
Pyrex
Hundred*

*Round
French
Style Custard
Cups*

Don't Be A Gravel Scratcher

THE merchant who stops with selling a woman but one piece of PYREX is only scratching gravel.

No woman can have too much PYREX. Like accumulating a silver service, she often buys it piece by piece until she has a complete PYREX equipment—casseroles—pie plates—pudding dishes, ramekins, custard cups, bean pots and so on.

Make a PYREX drive on every woman and you'll soon realize what a Big PYREX market there is in your community.

PYREX

The Original Transparent Ovenware

Pyrex Sales Division

Corning Glass Works, Corning, N. Y.



World's Largest Manufacturers of Transparent Ovenware

Say you saw it in GOOD HARDWARE

V 1 50 '22

Good Hardware

SEPTEMBER, 1922

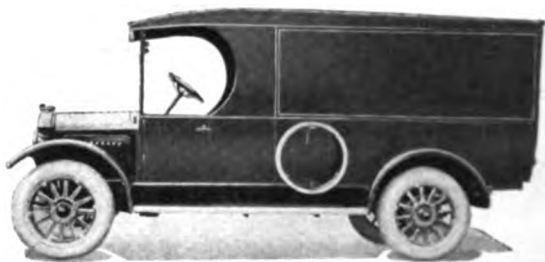
YEAR



**A Butterick Business Publication
reaching 45,000 Hardware Dealers**

LEADERSHIP

Quality-Price-Service



Republic Rapid Transit, with Panel Body and Fore-Door Cab, Cord Tires, Electric Starter and Lights. Price on application.



**UNEQUALLED
SERVICE**

"The Republic Rapid Transit is the finest machine on the market today," writes the head of a large hardware company in New Jersey, and he continued, "I say this after using all the other makes."

Hundreds of other successful hardware concerns concur with his opinion.

The Republic Rapid Transit is speedy, dependable, easy to operate, and is generally admitted to be the most economical delivery equipment.

The Republic Line: Rapid Transit, 1, 1½, 2, 2½, 3, 3½, 4 tons capacity

REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC

RAPID TRANSIT

Republic has more trucks in use than any other exclusive truck manufacturer



THE hardware dealer is one of the busiest merchants in this country. He carries 5,000 to 10,000 items on his shelves. He carries more matters in his head than most men are capable of.

He has very little time for reading. But he knows that he must read to keep abreast of the times. So he sometimes merely skims through his trade publications. He will not always dig through a bulky publication, even though he knows it is full of practical, valuable information.

But when he finds a publication that cuts out all the talk about "how I would run a hardware store IF I had a hardware store"—that talks shop with an understanding of the man behind the counter—he is ready to stretch out his hand as he would to a friend. If the size is at all convenient the publication will even find its way into his pocket.

In the last two years an increasing percentage of the 45,000 hardware dealers have found such a publication. They have kept it on the counter, or on a handy shelf. They have slipped it in their pockets. They have taken it home. They have read and responded to the advertisements. They have done all this because the magazine deals in one thing—*how to move the goods from the back room out through the front door*—and because the magazine is the easiest to read in the whole hardware field.



*The Mission
Good Hardware
Sales Idea to the
dealers to the*

WE know the hardware dealer. We know the man who runs the little store with a boy assistant and we know the men who run the big stores with a corps of clerks and helpers. We have lived and worked in such stores. It was there we learned what **GOOD HARDWARE** should be in size and contents.

So we left out all the so-called news. No Convention notes. No items about changes of stores and partnerships. No empty theories—no windy advice—no dreams, no hokum—*just selling talk on—How to move goods from the store room to the wrapping counter and out through the front door.*

We tell how Jones conducted a sale that cleaned out his stock of ranges. How another dealer has created a steady flow of business from automobile tires and accessories—and why. **GOOD HARDWARE** is full of hardware sales stories.

When the dealer reads these accounts he knows they are not theories concocted in an editorial room. He knows that all these things have been done—and can be done again. They are checkable facts, demonstrated by hardware men, told about hardware for hardware men. They give names and places—facts and figures.



Good
THE HANDBOOK

Each Page in
s to convey a
will send some
want books



But a good hardware dealer gets little time to give to magazines. He can read only between customers, between salesmen's calls, between appeals for advice from his clerks. He often feels he has no time to unwrap and unfold a big book. It looks too formidable.

That is why we made GOOD HARDWARE small enough to put in the handiest place in the whole store—the boss's pocket.

And dealers take GOOD HARDWARE home with them. In a recent issue we ran a contest. More than 1500 of the answers were from women. The response demonstrated the value of the pocket size.

GOOD HARDWARE reaches every hardware dealer and every hardware jobber in the United States. The handy size and practical value of its contents have resulted in many advertisers telling us they get greater returns per dollar from GOOD HARDWARE than from any other hardware publication. The rates are one-half to one-sixth of the rate per page per thousand of any other publication in the hardware field.

The Butterick Publishing Company (Trade Division)
Butterick Building, New York

Hardware

OF THE HARDWARE TRADE

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Good Hardware

Vol. 3

SEPTEMBER, 1922

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It fits  the pocket

LEONARD TINGLE, *Business Manager*

J. W. GREENBERG, *Editor* ALBERT B. SEADLER, *Associate Editor*
709 Sixth Avenue, New York

GEORGE H. LEIGH, *Eastern Manager*, 709 Sixth Avenue, New York

EDMUND CARRINGTON, *Western Manager*, Mellers Building, Chicago

J. A. TOWNSEND, *Pacific Coast Manager*, Hobart Bldg., San Francisco



These salesmen reach millions of paint users

SEVENTEEN national publications are telling the story of Barreled Sunlight today.

They reach millions of paint users from coast to coast. They are "salesmen" actually building business for every dealer who handles Barreled Sunlight. No wonder the sales of this paint specialty have tripled in two years time!

Barreled Sunlight is a white paint which produces a smooth lustrous finish without the use of varnish. It will not collect dirt and can be washed like tile. Costs less than enamel, requires fewer coats, and is easier to apply.

The finish of Barreled Sunlight is the "whitest" white imaginable. In addition, made by the exclusive Rice Process, Barreled Sunlight is actually guaranteed to remain white

longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.

All classes of paint buyers are learning about Barreled Sunlight today. It is being used not only in homes, hotels and apartment houses, but in stores, shops, laundries and bakeries as well.

Get the Barreled Sunlight trade in your territory. Attractive sales helps supplied to all dealers. Sample can of Barreled Sunlight sent on request. Communicate with us or with our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices

45 DUDLEY ST., PROVIDENCE, R. I.

New York—350 Madison Ave.

Chicago—659 Washington Blvd.

San Francisco—38 O'Farrell St.

And 50 other distributing centers in U. S. A.

Barreled Sunlight

THE RICE PROCESS WHITE

Say you saw it in **GOOD HARDWARE**

Good Hardware

THE HANDBOOK OF
THE HARDWARE TRADE

Vol. III

SEPTEMBER, 1922

No. 12

What do you know about the saws you sell?

THERE ARE FOUR TIMES AS MANY KINDS OF SAWS
AS THERE ARE DAYS IN THE YEAR AND EACH
LITTLE SAW HAS A PURPOSE OF ITS OWN

By Charles Frederick Carter

EDITOR'S NOTE: On the theory that the more a salesman knows about the saws he handles the better he is equipped to win over the reluctant prospect, **GOOD HARDWARE** presents to its readers this informative article about the manufacture and merchandising of this important item in the hardware business. The job of furnishing such information in too many instances has been neglected by the manufacturer. Some of the retailer's customers are content with the mere assurance that the saw offered is the best ever; others want to know **WHY** it is better than some competing saw and **WHY** they should buy it at all. The first class pays the retailer's rent; the latter holds out fascinating possibilities of new cars and sealskin coats and trips to Europe.

IF the best judgment of the manufacturers counts for anything, it is all settled that this is going to be the best year for selling saws, and especially carpenters' saws, which is the line of greatest interest to the average retailer. As everybody knows, the suspension of building since the war began has led to a great shortage of housing. Meanwhile prices of materials and labor have been gradually coming down towards earth. With an urgent demand and contractors and workmen keen to meet it, a revival of activity seems certain. Now houses cannot be built without tools, and the saw is among the carpenter's most useful tools.

One of the most delightful things about saws from the retailers' point of view is that they set up something like perpetual



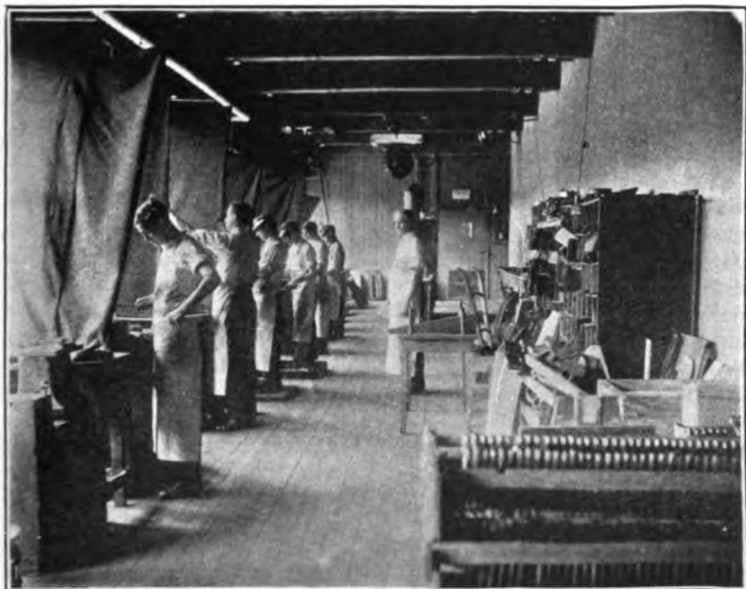
A dentist in overalls: His machine cuts 1650 saw teeth per minute



One of the last steps is setting and sharpening the teeth



Finishing the handles: Before they get to this stage they are blocked, cut, sandpapered and dipped in oil



Beating the blades until they are perfectly flat and straight



*Careful inspection:
Experts examine
every saw*

motion. If the purchaser buys a high-grade saw he is sure to be so pleased with its performance that he soon discovers new uses for saws of some special design, so back he comes to the store to add to his collection. Then, too, saws must be kept in order, which means sales of saw-sets and files and clamps.

No man knows how many different kinds of saws are made. It is a thing past finding out. There are at least forty different patterns of hand saws, perhaps sixty patterns of cross-cut saws. And remember that this is only a single line. There is hardly a manufacturing process, wood or metal, in which saws are not used. Half the mill saws in use are made to order. A statistician would have a fine time cataloguing these.

New types of saws

Inventors certainly have been industrious. Between 1790 and

1882 no fewer than 495 different saws had been patented in the United States. By that time the inventors were getting warmed up to their work. In the single year 1900 there were 24

saws and 15 saw-sets patented, besides a formidable list of attachments and machines for sawing. In the year 1910 there were 17 saws, 15 saw attachments, 9 filing machines, 2

saw gummers and 23 saw-sets patented; in 1920 the figures were 45 saws and sawing machines, 23 saw attachments and 25 filers and gummers patented. The total score, in round numbers, is 1,500 patented saws. Considering what a relatively simple thing a saw is, the collective genius capable of devising 1,500 patentable variations upon it is something marvelous.

Local saw preferences

Not every retailer can make it pay to carry a full line, even of the more familiar saws. In fact, he doesn't need to do so for the demand varies with the locality. And different sections have their fads for the commonest of all, the handsaw. In New England they insist upon the straight back handsaw; in Baltimore, Washington and the Southeast generally skewback handsaws have the call. But if you were reckless enough to undertake to carry a full line of saws for hand use alone (omitting all for mill and machine

here are a few of the items that would have to be in your stock: Handsaws, rip saws, plumber's saw, one edge for metal, the other for wood, hack saw, a very thin bladed tool for use with a mitre box, compass saw to cut circles where a hole is first made with a center bit, keyhole or pad saw, nest of saws, a single handle with several blades, pattern makers' saw, dovetail saw, stair-builder's saw, square hole saw; with teeth on the heel at right angles to the rest of the blades, both angles of a corner can be cut at the same time; joiner saw, Turkish saw that cuts on the pull, pruning saws of a number of sizes and shapes, gauge saw with adjustable gauge particularly adapted to tenoning, shouldering, dovetailing, cog cutting, etc., flooring saw with round breast to cut through a floor without augur or chisel, hacksaw to cut metal, dehorning saw, pork packer's saw, beef saw, butcher's saw, household saw, cross-cut saws for one or two men, and ice saws.

excellent reason that the timber supply is becoming exhausted.

However simple a tool a hand-saw may seem to be its manufacture is a long and difficult process including no fewer than 82 primary operations. Some of the processes are scientifically controlled, many others require a high degree of skill. The man who pays the retailer \$3.00 for a high grade handsaw gets full value for his money. If he doesn't believe it, just tell him about some of the things that had to be done to produce the saw.

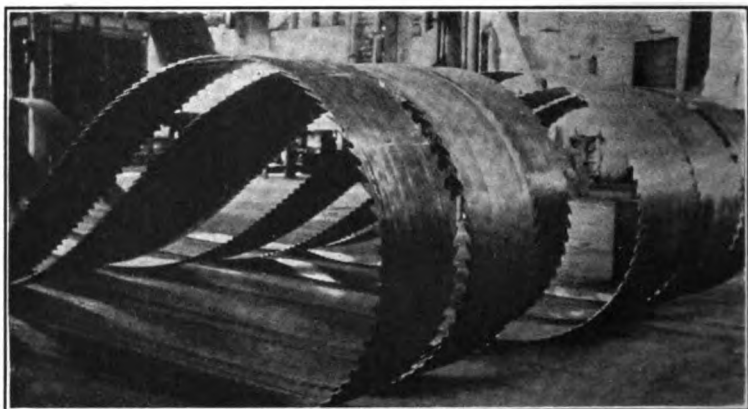
To begin with, high grade saws have handles of applewood, which does not warp or check and is susceptible of a high de-



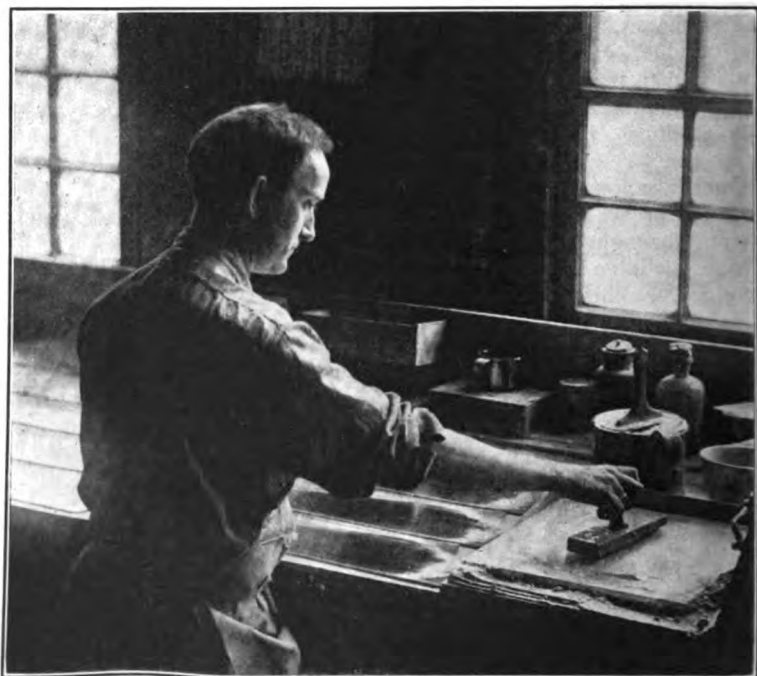
The buck saw is going out

No doubt it will be of particular interest to the youth of the land to know that the venerable buck saw for working up the household supply of fuel is going out of fashion for the most

Testing for temper: Saws are not shipped until the expert says "O.K."



Some of the big circular saws in the northwest lumber country. These saws are often more than sixty feet long



Etching the maker's name. "Gum Guaiac," a rare South American substance, is used in this work



The first step in the making of a hand saw: Pouring the molten steel from the crucible into a mold where it cools and becomes a steel ingot



Photos on this page from Henry Duxton & Sons, Inc.

The steel ingots are rolled into flat plates which are later trimmed to saw size and made into hand saw blades

Tell this to your saw customers

TO prevent saw blades from rusting, keep them away from dampness. When you finish using a saw rub it down with an oiled rag. Sperm oil is best for this.

If the saw has been slightly rusted it is best to rub the blade down first with a fine emery cloth and then apply the oil.

Always be careful in putting saws, or other edged tools away to see that the tooth edge is placed in such a position that no other tools will knock against it and injure it.

Tools not in use should be placed on your bench with the cutting edges pointed away from you. A saw should never be hung from a bench where the teeth may scratch a leg or a knee.

A good tool deserves good treatment. Do not throw your saw down on your bench when you are finished with it. Set it down carefully. This care will preserve the teeth and the tool will last much longer.

Good tools will not lose their efficiency if common sense care is taken of them. Always keep them in good working order in a clean container or on neatly arranged hooks, and keep them in a dry place.

gree of polish. Suitable apple-wood is none too plentiful, hence it costs money. It is cut into $1\frac{1}{8}$ inch planks by a band saw which cuts a very narrow kerf so as not to waste any more of the precious wood than is absolutely necessary. The planks are steamed and then stacked outdoors to season for three years. Three days before use they are put in a dry kiln.

165 dozen handles a day

After being run through a planer the planks are cut into blocks which are marked by a boy with a handle pattern. Each marked block is tacked to an unmarked one and the two are sawed at once. A band saw makes the outside cuts, a jig saw does the inside. One good man can saw 165 dozen handles a day. Doing two at a time this allows, roughly, half a minute per pair of handles for an eight hour day, which is certainly going some.

The rough sawed blocks are passed along to a jimper with special jimper cutters making 6,500 revolutions per minute, which round off the edges. The blocks are now ready for sandpapering. The men who do this wear gloves with leather reenforced palms. The sandbelt runs loose on a pulley so that it may readily be taken off and threaded through the handles to smooth the inside, the operator guiding the belt with one leather protected hand. After the sandpapering the handles are dipped in machine oil which fills the pores of the freshly sawed wood

(CONTINUED ON PAGE 51)



Goods in this store's display windows are numbered to make ordering easy

How motor supplies sell themselves

One window of the Clough-Graves Hardware Co., Colorado Springs, Colo., is trimmed at all times with an automobile accessory display. It is a new line with this store which has increased their business greatly in the past few years.

Inside, the front showcases are well arranged; but the stock of staple parts and accessories is the big feature here. Each stock drawer is marked with the number of the item, and the name. A man sees what he wants in the window or case and notes the stock number, then walks up to the counter and either points it out to the salesmen or asks for it by number.

The article desired is thus easily located by both the customer and the man behind the counter.

Two window novelties attract customers

The cost of keeping a window illuminated throughout the nights amounts to quite a sum every month. A hardware dealer lowered the maintenance cost of his windows fifty per cent, and increased their utility just as much. This is the unique plan he adopted.

Instead of allowing the window to be flooded with light the whole night, he placed a sign outside which reads: YOU CAN SEE THIS WINDOW BY SIMPLY PUSHING THE BUTTON. An electric bulb which is lighted all night hangs directly over the sign. Right under it is placed a push button. Just pressing the button floods the window with light, and as the plan is a novelty it attracts passers-by and saves electricity.

But that's not all there is to the plan. Close to the push button is a small metal box. Above it are plain white cards with perforated ends. At the back of these cards appear the name and address of the firm. A person who sees anything in the window that he would like to buy need not visit the store, but can write it down on the card, drop it in the box, and the article will be delivered to him next day C.O.D. An illuminated card in the window acquaints the person with this fact.

What can the hardware dealer make of his paint department?

THIS IS THE IDEAL TIME TO TURN THE SEARCH-LIGHT ON THE PAINT AND VARNISH MARKET—IT IS GROWING FAST AND OFFERS BIG PROFITS

By Carl W. Dipman

EDITOR'S NOTE: Mr. Dipman, the author of this article, has recently joined the editorial staff of **GOOD HARDWARE**. He is not only a practical hardware man of many years' experience but he has also a store of knowledge of the merchandising of paint and varnish gained by his experience with one of the largest paint companies in the United States. This article is the first of a series which will be continued in succeeding numbers of **GOOD HARDWARE**. Every man who owns a hardware store or works in one will profit by reading the entire series. Mr. Dipman will be glad to answer any questions that hardware merchants or clerks would like to ask.

THERE was once an old time Missouri hardware dealer who had a few rusty cans of paint on his back-room shelf. Along came a clever salesman from an up-to-date paint house and sold the dealer his proposition. He put in a stock of a well known line and then the

salesman put into operation in the sleepy Missouri town all of the forces of modern paint retailing. In a month the salesman returned, whereupon the dealer replied, "I don't like your new fan-dangled paint proposition. The people come and take the dern stuff away so that I am always out of stock."

Happily those days in the paint and varnish business are past. Today every hardware dealer wants just that kind of turnover. Unless the people come and take the "dern stuff" off his shelves he throws out the line and puts in another.

Determining your share

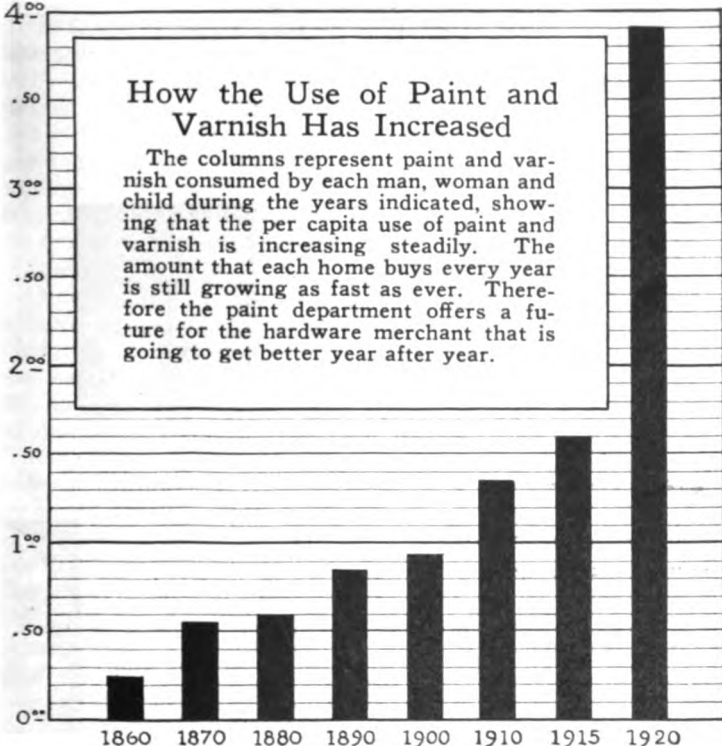
Here's an easy way of determining whether you are getting your share of the paint and varnish business. It has been figured out that about two and one-half dollars' worth of paint and varnish for every individual in the United States passes through retail channels. So you can take the total population of the community you serve, multiply it by $2\frac{1}{2}$, and that figure will represent in dollars the approximate paint and varnish business that normally goes through the retail stores of your

city. Suppose your store is located in a town of five thousand, and in addition you have a farming population of another thousand. The approximate paint and varnish business done by the retail stores in your town then should be about \$15,000. If there are three stores selling paint, your share would then be \$5,000 each year. In a good rural community it should be much higher. If your business is under \$5,000 call your clerks together and organize a paint and varnish drive to get the business that is legitimately yours. If it is over \$5,000, call them together just the same, congratulate them on your

splendid showing, and tell them now that you have the jump on your competitors you expect to widen the gap between you and the trailers. You have no right to brag about your paint department until you do a business of \$1 for every man, woman and child in your community.

There is hardly a line in the hardware field that offers better prospects for continuous growth and increasing profits than paint and varnish. Your sales of pots and pans depends very largely on how rapidly the ones your customers are now using wear out, and people very generally use pots and pans in about the same quantities and same man-

\$ 4⁰⁰





You buy 15 cans of paint @ \$1.00 each. You mark them to sell @ \$1 50



*Then you must sell
the first ten cans to
pay for the paint
(\$15.00)*

*You must sell these three—the 11th,
12th and 13th—to cover the cost of
doing business (\$4.50 or 20%)*

You don't make money until you sell the last cans

*Now if your paint was carelessly
bought—the 14th and 15th are poor
shades or off sizes—they remain un-
sold—then you make no money on
this bill and your net profit is gone
on the 13th you sold. It's because of
their failure to sell that 14th and 15th
can, and sell them quickly all the way
through the line, that hardware deal-
ers often fail to make money in their
paint department*



*You do not
make a net prof-
it until you sell
these two cans
—the 14th and
15th*



ner now as they did a generation ago. But when it comes to paint and varnish the uses are constantly increasing and every man, woman, and child uses about four times more now than a generation ago.

Per capita consumption

The total consumption of paint and varnish at wholesale prices for every man, woman, and child in the United States during the past few decades was as follows: In 1860 it was less than 25c each year; by 1870 it had more than doubled to 55c per year; in 1880 there was but a slight increase to 60c; in 1890 the consumption per capita jumped to 85c; in 1900 to 93c; 1910 to \$1.35; in 1915 it reached \$1.60 per capita; and in 1920, \$3.90. In spite of a business depression in 1921 and a decided decline in the price of paint, the paint and varnish consumption in dollars and cents in 1921 remained about equal to the 1920 figure, while the gallonage and tonnage increased. Even hard times cannot interfere with the rapid growth in the amount of paint each man, woman, and child uses each year, and the 1922 figures so far smash all previous records.

These figures apply to the whole paint industry and the portion of the 1921 figure that passes through retail stores is roughly \$2.50 per capita as stated in the opening paragraphs. The accompanying chart presents this per capita growth graphically.

There are many forces at work which tend to increase the

per capita paint consumption. First of all there is a greater appreciation on the part of the general public of the need of conservation. With a decreasing lumber supply, high repair and replacement costs, people have found it is cheaper to paint than not to paint. The property owner realizes then that it is not a question of whether he can afford to paint, but can he afford *not* to paint.

Then the force of civic and personal pride drives many property owners to paint. In many communities the man who does not paint his buildings is often looked upon as an undesirable citizen wanting in civic pride, and the sheer force of public opinion and personal pride drives him to paint, and in some communities, as in the fashionable suburbs of most large cities, many people paint their residences every year. An unpainted property on a street detracts from the beauty and value of all the property.

Paint helps sanitation

The growth of popular education, too, makes for increased paint consumption. People now insist on comfortable living surroundings and they have learned the importance of color and contrast in making those surroundings attractive. A better knowledge of sanitation has influenced many people to paint, especially interiors, as a protection against disease.

So the hardware dealer can well afford to take a greater interest in his paint department, for the fundamental forces that



When a man buys a shovel he can usually tell by looking it over whether it's good or bad



But a can of poor paint or varnish looks exactly like a can of good paint or varnish, so he can't tell the difference



If he opens the can he cannot tell the difference, for a poor paint or varnish looks much like a good one



So he buys paint and varnish by the label. He has confidence in a well-known label. He's skeptical about a "never heard of brand," and expects trouble if you persuade him to buy it. Sell a well-known brand—paint is bought by the label

have been responsible for the growth of the paint business are at work today as never before—and not only are they at work, but they are well organized and find expression and promotion through schools, town improvement societies, clean-up and paint-up campaigns, and through the 'allied paint and varnish manufacturers' "Save the Surface" campaign.

Steady demand for paint

The paint and varnish business is in for a big growth and the per capita consumption is going to keep increasing steadily. The hardware dealer who doesn't develop his paint and varnish business is not only passing up a fine profit in a fast growing department, but is passing up an opportunity of serving his town and community as well. There is hardly a line in which sales and profit can be built up more quickly than in paint and varnish. It is just as a hardware dealer told me recently:

"It seems the paint idea is catching. If I sell a house job to John Smith, next week some of Smith's neighbors will be in to buy paint. If I sell a can of varnish to Mrs. Jones for her kitchen table, in a few days some of Mrs. Jones' friends are in for some of the same kind. I don't know of any other line where 'business breeds business' so quickly as it does in paint and varnish."

But what we are primarily interested in is to consider practical suggestions that will help make more money for the re-

tail merchant in the paint and varnish department. While there is still a good brisk fall business ahead, yet the average dealer's stock is low at this time of the year. Now is the time to turn the search-light on your paint department to see whether you are on the right track; whether your proposition is peculiarly suited to your community; whether you are handling the right line to meet the needs of your customers; whether you are failing to make money because of the accumulation of unsalable stock; are you promoting the business as vigorously as it deserves? The success you make depends to a large extent on the way your present proposition stacks up to your needs. Maybe your whole proposition needs revamping. Now is the time to think about it.

Necessary fundamentals

It is impossible to outline all of the factors of a successful paint proposition, for the details vary with the particular demands of the community. There are, however, certain fundamentals that need to be observed without which no paint department can make money. One great consideration is service. You must both *give* and *get* service. It is impossible for a dealer to carry a paint or varnish for every conceivable demand or job. The first essential then is—*Be close to your source of supply*—either a jobber, warehouse, or factory. You cannot give the necessary service
(CONTINUED ON PAGE 56)



The Harvest

There is always a harvest for those who work,
 There is always a time of reaping.
 There is never a harvest for those who shirk,
 But often a time of weeping.
 Endeavor and earnings go hand in hand,
 The prize is for him who earns it,
 But nothing accrues to the man who sees
 There is work—and willingly spurns it.

There is always a harvest for those who work;
 There is always a storehouse filling
 With sheaves of gold as the years unfold
 For the hands that are always willing.
 Success and labor are close team-mates
 Together for fortune flying.
 And there's nothing on earth that is out of reach—
 To the man who'll keep on trying.

William Ludlum



Recipes help to sell his cooking ware

The Valley Hardware Co., of San Jose, Calif., has evolved a clever method of calling special attention to its ovenware that has sold more of it than anything previously tried. The idea could be used equally well in any of the various lines of oven goods such as glass, aluminum, brown bean pots, electric grills, etc.

Each Wednesday in the firm's newspaper ad an attractive new recipe is printed. And, of course, the recipe calls for an oven dish in which to bake and serve it. The new recipe attracts the housewife's attention and she wants to try it, which means purchasing a baking dish or pie plate, and she goes to the store that suggested it.

Women drop into the store, too, in order to ask questions about some certain recipe that has appeared; and with dishes of aluminum, glass, or other material, alluringly displayed in the housewares department, there is always the temptation to invest in just one more piece.

The Valley Hardware's little advertising stunt has aroused an increasing interest in the housewares department.

NOTE: *Friday* morning would seem to be a better time for the advertisement, in view of the extra Saturday preparations for Sunday dinner. That would leave Friday afternoon for the purchase of a baking dish to be ready for use in the Saturday morning baking.



Watch for our Wednesday
recipe.

Apricot Cream Pie

YUM-YUM! It looks so good, and tastes even better than it looks. Easy to make, too.

Ingredients for Filling.

Juice from can of apricots.

Two eggs.

Tablespoon sugar.

Tablespoon butter.

Pinch of salt.

Two teaspoons flour.

To the beaten yolks of your eggs add the sugar, butter, salt, flour and a little water, then add to the apricot juice, which should be heating on your stove. Cook slowly until it is thick and creamy. Next place a layer of apricot halves in a pie crust baked golden brown, pour in your cream mixture, top with meringue, and set in hot oven a few moments until the meringue is set.

A "Pyrex" Pie Plate

makes it possible to serve your pie on the table in the same plate it was baked in. We also show a fine line of pie plates of tin, aluminum and enamel

**VISIT OUR HELPFUL
HOUSEWARES' DEPT.**

Valley Hardware Co.

189 S. First St.

The recipe advertisement

A small town hardware man with a big vision

TOM WITTEN OF TRENTON, MISSOURI, HAS BEEN MADE FAMOUS BY HIS SLOGAN "GET ACQUAINTED WITH THE OTHER FELLOW—YOU MIGHT LIKE HIM"

By J. R. Judge, Jr.

I WAS riding in the smoker of a train rushing through Northern Missouri. Across the aisle was seated one of those pioneer Missourians, a talkative old chap who had been off on a visit with relatives for the first time in thirty-five years. Long before he reached his destination he had informed all within speaking distance of him that he was a business man—the tiller of

160 acres of land—from Trenton, Mo., the home of Tom Witten.

Now you might not have been able to associate Trenton with any of your past experiences or travels, but to say that Tom Witten was an unknown to you—well, it was beyond the reasoning of this "Show-Me-state" veteran.

Grundy County, Missouri, of which Trenton is the "star" city, knows him. Every man, woman and child living in that part of Missouri calls him plain "Tom." And "Tom" he is to the hardware men, the financiers, and the "knights of the grip" and manufacturers the country over.

But who is this man Witten? He's a big town hardware dealer and civic builder in a small town. To get acquainted with him doesn't require a formal introduction. Your card isn't necessary to gain admit-



*The Witten store, built by Tom Witten, the
"Prophet of Trenton"*

tance to his private office. And whether you are a seeker after alms, just one of the "common people," or the president of the United States, he'd meet you with outstretched hands, a cheery word and a smile.

Starting the "Trenton Idea"

Several years ago Trenton, Mo., like many other small towns that depend almost entirely on the farm trade, was plodding along in a rut. Co-operation was unknown. Each man was out for himself, and his neighbor's battles didn't bother him; in fact he cared little about his town's fight to stay on the map so long as he raked in the dollars. Besides, there was that feeling toward the farmer so often found in the cities, that of an outsider as far as city interest is concerned.

Then came the shock. A new spirit had entered the community. The farmer was made

to sit up and take notice. A spirit of fellowship grew up, with Fighting Tom Witten leading and guiding it. And out of it all germinated the "Trenton Idea," now nationally known and adopted in many other small towns.

The "Trenton Idea" in a nutshell is that a town is as big as its trade territory. The city limits themselves are forgotten. The tiller of the soil drops the title of farmer, becomes a business man and an active part of the community's life. He attends Chamber of Commerce meetings: he is a member, elected to office and appointed on committees. In the main he is a booster.

It is not an entirely new thing. It is the natural fruitage of the time and conditions. It simply means that in this Twentieth Century of commercial and agricultural efficiency, the farmer and the city merchant must unite

TOM WITTEN'S GOSPEL

If you want to amount to something as a business man, forget the scramble for money, but pick out some worthwhile thing and fight for it. Stand for something.

We find big men in little business and some stinking little men in big business.

People today take too much interest in funerals and not enough in life.

You can be a cootie on civilization, or like a check, worthless until somebody puts a signature on it, if you choose.

The knocker is one of the best institutions you have—put him on a salary.

No one has a right to enjoy community benefits without rendering community service.

and co-operate in the fullest sense of the term.

Today, if you should, by chance, happen to be traveling through the farming districts in the neighborhood of this northern Missouri city, when a visiting delegation from some sister city drops into Trenton, you will find Mr. Farmer, Mother farmer and all the little farmers decked out in their best, the flivver at the front door, lunch baskets filled, all bound for the only town, Trenton—to give the visitors a royal welcome. And they'll all tell you that this spirit of, "Get acquainted with your neighbor—you might like him," is the fruit of one hardware dealer's efforts—Tom Witten.

But Witten doesn't build air castles and see them vanish in fine mist. He knows human nature and the principles of business. With that he is a believer in the Bible and applies it not only to his home life, but to merchandising. He has been nicknamed the "Billy Sunday of Business."

Tom and the road drags

However, the selling of hardware is not the principal thing in this man's life, nor is the almighty dollar his God. He gets out and shows real love, love of home, love of work and love of the people.

The story of Tom Witten and the roads in and about Trenton is an instance of his faith in and affection for his home town and his neighbors. In order to make better roads from the town through the trade territory about it, he offered to furnish



*Tom Witten—Father of the
"Trenton Idea"*

enough steel free to anyone who would make a road drag. He had sufficient takers for his offer to use more than half a car-load of steel. This, at thirty-five cents a drag (pre-war price) was quite an item, but Witten went ahead with his offer and the roads were improved.

He doesn't fight his competitor. Whenever he contemplates some new advertising campaign, he first considers its value to the other fellow as well as to himself.

Back in 1917, just after we had entered the World War, Witten had 1,500 pounds of fertilizer on hand. The farmers in a certain section of his "trade territory" were skeptical of it. It smelled bad. It cost too much. It took too much labor to spread.

(CONTINUED ON PAGE 40)

Why the windows should be enclosed and how to do it

THE MANY ADVANTAGES OF THE ENCLOSED DISPLAY WINDOW OVER THE OPEN-BACKED WINDOW ARE DISCUSSED HERE BY AN EXPERT

By R. W. Crane

THE importance of backgrounds for the window display can best be realized when we remember that an object is seen largely by reason of the background which sets it off. The object is either lighter, darker, or of a different color than the background and thus becomes visible to the eye by contrast.

Therefore, it seems right that we should give considerable thought to our window display backgrounds.

We know that all window displays have some sort of background; either one specially provided for it or else the background made by the interior of the store itself.

The best window display, in my opinion, calls for enclosing the show window and many of the leading hardware stores of the country are doing this. Of course there are arguments against enclosing

the window. Let us review them briefly.

One of the common objections to the enclosed window is that it makes the store dark, thus causing a big expense for lighting. However, it will be found that the added selling power of the displays made in the enclosed window will more than offset the added electric light bill. The use of prism glass above the show window and in the upper portions of the window background will make this objection much less important than it seems.

The objection is also made that the enclosed window cuts off the view of the store interior, thus causing a loss of the sales which would be made by people being attracted by the activity inside. Now, is this objection important? If the store interior is so compelling, if it is such a stim-

Open-backed show windows are almost useless for display purposes and enclosed windows shut out the daylight and increase lighting bills. What, then, should the merchant do with the front of his store? For many years Mr. Crane has been planning and constructing display windows that sell hardware. This article gives some valuable suggestions.

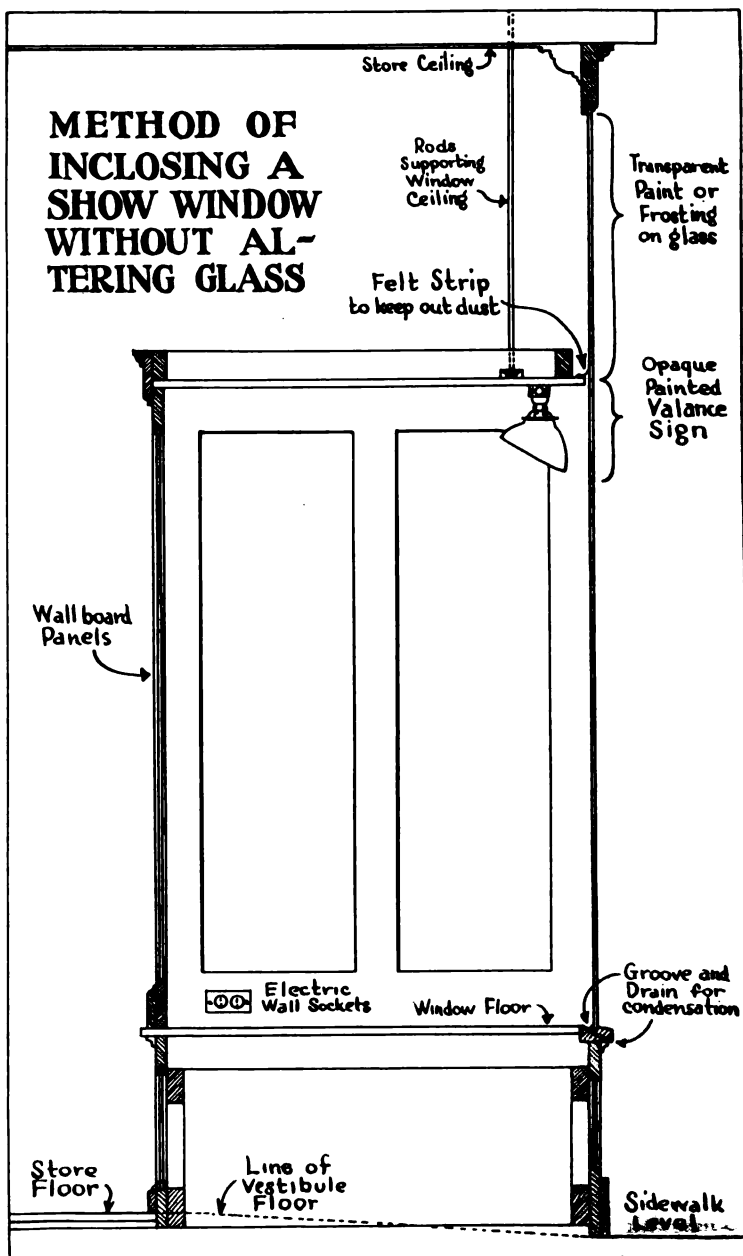


Figure I—(See page 74 for details)

ulator of sales, why not dispense with the window display altogether? A sheet of plain glass is much less expensive and there is no bother in making displays.

Of course such a suggestion is ridiculous, but, on the other hand, why detract from the sell-

women, are often repelled from a window display by seeing the clerks in the store looking out at them.

Another advantage of the enclosed show window is the protection it gives the merchandise on display. It keeps out flies,

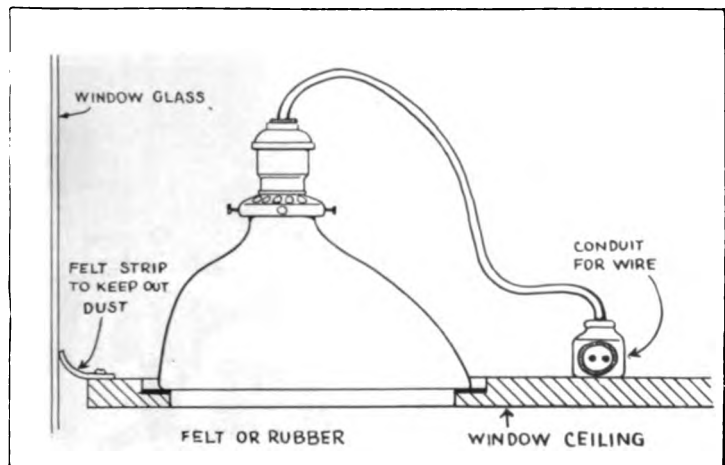


Figure 11—The great advantage of this method of placing lights is that it is not necessary to crawl into the window to reach them

ing power of a window display by a view of the store interior? The passerby can only see one thing at a time. Why not give the window display every possible chance to sell the goods you are anxious to move? And remember this: a window background never kept an interested prospect out of a store as long as there was a door handy.

Open windows annoy women

If the windows are enclosed they will prevent the clerks looking out of the windows. Besides the loss of time which this causes, prospects, especially

dust and moisture and also prevents theft when the front of the store is occasionally left without clerks.

Displays which are made in enclosed windows do not have to be faced both ways, that is, it is not necessary to spend time and thought on the back of the display in order to have it appear to good advantage from the inside of the store.

If the windows are to be enclosed, how should the job be done? You will find, if you are considering this improvement in your show windows, that there

(CONTINUED ON PAGE 74)

This window display is 15 months old

A window display that still holds people's interest and attention after fifteen months of uninterrupted service, seems to be impossible. Yet it is in existence

window in New York, it is estimated that more than 9,000,000 people have stopped to look, and a good percentage of these have gone inside and asked about the equipment displayed. These people have been referred to their local dealers and thousands of sales have been made as a result



More than 9,000,000 people, according to estimates, have seen this window on 42nd Street, New York, during the 15 months it has been displayed

and holds crowds in front of it every day.

You're only making a beginning when you say "just like life and twice as natural," of this window display. The first time you see it you stop and look the old couple over to see whether they are real human beings or faked. The second time you know they are faked, but you stop and look just the same. So do you the third time.

So have 9,000,000 others. During the fifteen months in which this couple, in their warm sitting-room, have been on exhibition in the 42d Street display

Perhaps this much should be said. The window display is located on a street much frequented by people coming to New York from out of town. On 42d Street, it is in the pathway of a large percentage of those arriving by way of the Grand Central Station, those going to and from Fifth Avenue and the theatre district.

But this by no means accounts entirely for the display's wearing qualities. When the same display was exhibited in Boston and in Providence, R.I., it attracted steady interest for eight months in each of these cities.

Clerks and bosses send their ideas to Good Hardware

DEALERS AND CLERKS SEND DESCRIPTIONS OF THEIR
NEW SALES OR DISPLAY STUNTS TO GOOD HARD-
WARE'S IDEA DEPARTMENT

A good home-made rack for saws

A Kentucky dealer sends in this simple and practical way to arrange saws. By hanging them on such a rack, made of ordinary gas pipe, they take up a mini-

saw-teeth face the wall) and enables the merchant to get at the saw without trouble. This rack is simple enough for any dealer to make himself.

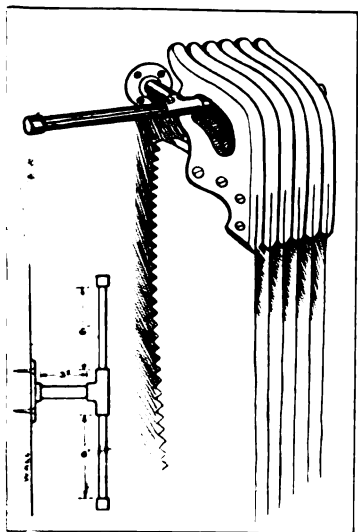
A shade cabinet that stocks and displays

The following description of a home-made cabinet for stocking and displaying window shades was submitted, together with a diagram, by C. G. Beathia, of Bearden, Arkansas. His description follows:

"A neat, home-made window shade cabinet may be made of $\frac{3}{8}$ -inch stuff, according to the diagram herewith. This can be made in any size, to accommodate your stock of shades.

"The case which I made is 54 inches high by 40 inches wide by 10 inches deep. There are five drawers or compartments in it, each with a door on hinges that permit it to hang straight downward when it is opened. On the inside of each of these doors is a set of regular shade brackets on which a shade is hung. From this position shades, either rolled or opened, may be displayed for customers.

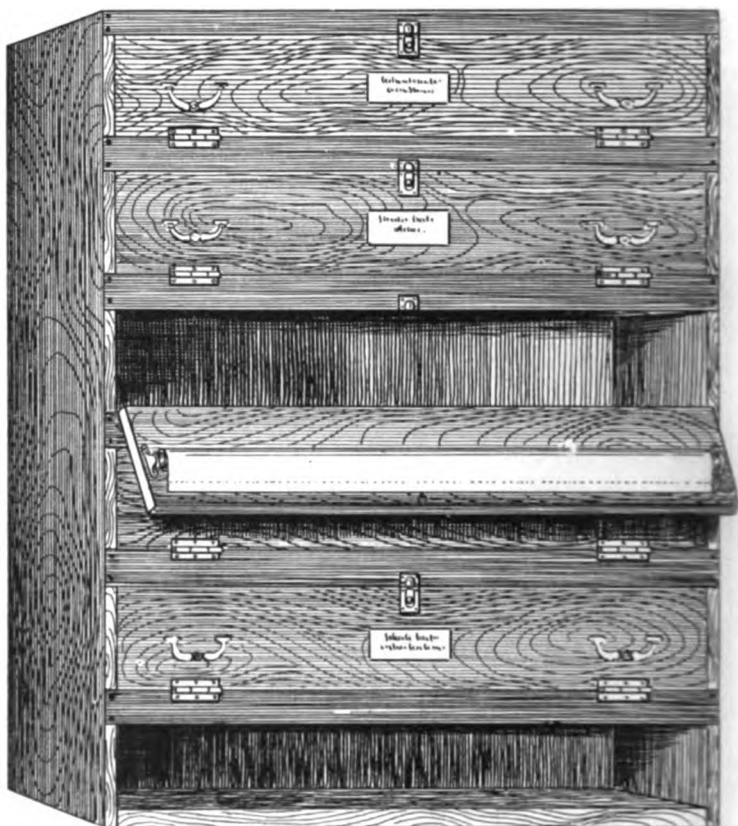
"Since each compartment is



A convenient saw-rack that is cheaply and easily made

num amount of space and look neat and orderly.

The arrangement also prevents accidents (because the



Shades can be displayed, stocked and well cared for in this cabinet designed by an Arkansas hardware man

about 10 inches square by 40 inches long there is sufficient space to stock a fair quantity of shades. The name, number, color and price of the shades can be indicated on cards placed on the doors of the compartments.

"In addition to making a simple display and storage cabinet, this arrangement prevents dust from settling on the shades and thus eliminates depreciation in value. If it is carefully constructed the case is not only

dust proof, but it also keeps cheaper grades of shades from fading. The cabinet may be finished off with one or two applications of varnish."

An endless chain of sales from leaflets

The following interesting letter from Roger Searle, employed by a Napa, California, hardware store, presents an in-

teresting idea to readers of GOOD HARDWARE:

"A few months ago we got in a small stock of a new soot destroyer for which I wrote some advertisements which we ran. The manager expressed disapproval of my having given the space to such merchandise, because he had put in only three dozen packages of the article, the profit on which would not pay for the ad.

To make the ad pay

"This hurt; and I made the retort that I was trying more to bring people to the store than to make the goods advertised pay for the ad. This was advanced merely in self defense under spur of outraged feelings, but it set me thinking of a plan to justify my argument. I decided to try to make the advertisement pay for itself in profits.

"The soot destroyer had come to fill a 'long-felt want' in the city. We were swamped with requests for it and laid in an adequate supply. At the same time we bought another new article, a self-wringing mop, and a number of circulars were sent with the shipment. I decided to fasten one of these circulars, with a small rubber band, around each package of soot destroyer so that it would not fail to be wrapped in with the box. The consequence was that we had a run on these two articles, which has moderated since we slackened in prosecuting the plan. The fact remains, however, that the ads were made to pay their way.

"I am now engaged in plan-

ning an endless chain of this kind of store publicity, as far as the circulars furnished with different goods from time to time will go.

"The plan seems particularly good to me because it compels (by the use of the rubber bands) the quick and thorough distribution of small pamphlets that otherwise one is often too hurried to wrap with purchases, or that the customer may not have the interest to pick up for himself. Of course the idea looks forward to leading each and every purchaser from one article to another right through the entire stock, a rather ambitious vision, but one that can be furthered, I think, to find the right points of contact between goods of seemingly alien character."

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or how he devised a home-made broom-rack, or the way he put on a sale of washing machines, or a unique window display, or an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in the winter, or how he built up a big trade in plumbers' supplies.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address **THE IDEA EDITOR, GOOD HARDWARE.**

Bunyan Hunter brings a new kink to Perfect Town

THEY ALMOST HAD THE BUSY BUSINESS REVIVIFIER STUMPED FOR A SUGGESTION, BUT HE FINALLY HIT ON A BRAND NEW—AND WELCOME—IDEA

By Emmet F. Harte

ILLUSTRATED BY BERNARD WESTMACOTT

I HAD a kind of a qualm inside of me the minute I hove in sight of that town of Pleasant View. Considering that I depend upon the shortcomings of communities and individuals for the essential means whereby I eke out a livelihood, this Pleasant View burg had a forbidding air. It looked altogether too attractive to the eye of a critical observer, I, B. Duckworth Hunter, business physician and revivifier of sick ventures, particularly of the hardware persuasion, am some flaw-picker. I can find fault where the average or home-grown variety of fault-finder would have a tough time digging up an excuse to sniff. Being a business doctor, I realize more or less large profits on my knack of discovering weak spots and then prescribing remedies therefor.

It's a game that has its nice features and also its drawbacks. Some people take kindly to being cirticised, and others fly off the handle like a cheap hammer. The fact that I'm about the size of Jack Dempsey and have rather a hard-boiled air may oc-

asionally account for my luck.

Most hardware merchants are patient men, too. They have to be. A short-tempered, quick-triggered guy succeeds better in some other line of endeavor like clerking in a hotel or selling tickets in a theatre box-office. You can tell the public where to tack in and drop anchor from behind a wicket so much easier than from back of a counter. An iceman is another species of gentry I don't pick flaws in to his face.

BUT about this Pleasant View town; as I bowled in over a classily paved street past a succession of private domiciles each one of which was a spick and span little villa set in its own nook, I repeat that I had a qualm. Then presently when I brought my Blue Bug roadster to a halt on what seemed to be the principal downtown business street my apprehensions waxed more and more pronounced. On all sides of me were nifty brick buildings occupied by modern, up-to-date, inviting lines of mer-

chandising enterprise. Everything bright and clean as newly-minted money. Sidewalks newly-swept, windows shining and filled with various classes of goods attractively displayed.

take. Wide awake, up-to-the-minute, and full of pep.

At first, glance, it looked mighty likely that my services as a healer of rundown and debilitated hardware stores would



By dint of strength and awkwardness combined with zeal we got everything done we'd set out to do. We tested out the work and found it all squeegee

Fairly large numbers of prosperous-looking buyers going in and out of different stores, making purchases and being waited on by alert and courteous clerks. Little park in center of business district with benches, and fountain playing, and cool bits of velvety grass under fine old shade trees. Also artistic bandstand built of cut stone. The whole general aspect conveyed refinement, culture, and prosperity. Pleasant View was evidently a Spotless Town and no mis-

not be required in that place. I'd stopped mechanically in front of the most immaculate emporium in the hardware field it has ever been my privilege to give the once-over. The gold-lettered caption above the opulent red sandstone front portal stated with eloquent simplicity the name: "Robinson, Metal Goods, Electrical Supplies."

I observed that there was none of the usual small town sidewalk display of hoes, rakes, and shovels, with perhaps a roll of

wire fencing as a finishing touch. One display window contained an attractive assortment of beautiful tools, and the other a pleas-

"Right this way," and led me back to the boss's rosewood and mahogany sanctum.

I tendered my business card with outward calm but inward misgivings. Mr. Robinson was a medium-sized, fattish man with a nose shaped like a radish, twinkly eyes, and a big cigar. He inspected my card, observed me, and appeared politely amused.

"All right," he said. "I'm inter-



ing arrangement of electric irons, cooking apparatus, and lighting equipment.

I climbed down irresolutely and went inside this man Robinson's palace of metal wares. The interior was even more flawless than I had expected. The stock, which was undoubtedly complete in infinite detail, was an artistic triumph in its nicety of classification and arrangement. Nifty didn't describe it. It was perfection.

An alert and courteous minion of the establishment accosted me with a smile and the inquiry: "How can I serve you, sir, this morning?"

"I merely wished to see Mr. Robinson," I told him meekly.

"Surely," he said genially,

ested. Tell me all about it."

"Well, fair sir," I says, says I, "the kernel snuggled inside the nut is something like this since you've asked me: I modestly plead guilty to the charge of having a good all-round working knowledge of the hardware business from core to husk. I was both born and raised to it, you might say. Since reaching the sprightly maturity of manhood stature and accountability, I've made handling and dispensing things made of hard metal my intimate and peculiar hobby. Sidestepping bombast, I admit that I'm full of bright and feasible ideas. They sit out inside my cerebral hot-house when properly superheated thicker than the hair on a dog's

neck. Any problem under the sun, connected with the involved intricacies of hardware selling, Mr. Robinson, is grist for my mill. I welcome the hard knots. The more tangled the snarl the better I'm suited. I undertake to make non-paying business pay, or to make profitable ventures return larger profits.

shape of your head and the cut of your countenance assure me that you are honest, conscientious and not lacking in confidence. But—" he paused,



"Mr. Chairman and Gentlemen of Perfect Town," I said, "I've been looking for the ideal town and Pleasant View comes nearest to the mark"

Sometimes I even perform miracles, though I don't guarantee 'em. And in all cases my set rule is—"No cure, no pay."

"My dear Mr. Hunter," he said. "You talk like the latest edition of *The Tired Business Man's Encyclopedia of Universal Knowledge*. It's soothing to the ear to hear you. I esteem it as a friendly wind that blew you hither this gentle morn. You have the appearance of a young man of character and high aspirations. You possess a good, clear eye and a straightforward style of address. The

twinkling his eyes at me mischievously—"but, my boy, I don't need your help. I wish I did. Neither does Pleasant View, I think. It and I are enjoying the rewards of progressive methods and the latest wrinkles of modern civilization. Our town has a business manager instead of an old-fashioned mayor and council. We're up to the minute in every particular from start to finish. In Pleasant View all hands pull together, sir. We have the crack town in the state, for its size. We hold the high honors in a dozen ways;

we stand at the top for batting and fielding; we have the best twenty-piece band in a hundred miles; we hold the amateur golf and tennis championships in this section; we have the lowest tax rate of any small city west of the Father of Waters. And I have the top-notch hardware store to be found in a day's journey by airplane. If you can find a flaw in it, the soft drinks are on me. I'm cleaning up a nice profit on my trade right along. I've got a nice business. I play the game fairly. I have a satisfied clientele. What more can anybody ask?"

"It sounds like Somebody's pipe-dream come true," I admitted. "And I certainly congratulate you, sir, upon your good fortune. I'll not intrude further upon your time."

I shook hands cordially and turned to go.

"**D**O you expect to be in town for a few days?" he asked. "If so, drop in when you feel in the mood. Be glad to have you."

"Thank you," I said and trickled out.

It looked like a forlorn hope to think I'd find anybody in need of my ministrations in Pleasant View. The place was so confounded faultless it gave me a pain. Think of a life-sized town without a single weakness, social, commercial, or civic. It roused my iconoclastic bristles. And that man Robinson with his first prize Metal Products Dispensary—smug was no name for him. Self-satisfied as a bug

in a rug. Wished there was some little matter in which I could help him out, but opined that there wasn't a thing that needed fixing. Woof!

I drove the Blue Bug around to the one perfect garage—a fire-proof affair with tiled floor, electric turntable, and what not—and engaged a stall for the coming week. Then I went to the vest-pocket replica of the Ritz and registered. I'd made up my forty mule-power mind to find something to be improved in Pleasant View, and especially in Mr. Serenity Robinson's deluxe outfit, or break a hold-up strap trying.

Meanwhile I got acquainted with the leading citizens, the Civic Manager, athletic coach, Commissioner of Commerce, and others. They all gave me the glad hand, but assured me with tears in their eyes that there wasn't a solitary improvement that was possible in Pleasant View, to say nothing of Robinson, Metal Goods and Electrical Supplies. They tossed all sorts of verbal bouquets at Robinson. He was the up-to-date kid on the hardware line between the Canada border and the Gulf, nobody barred, to hear them spread the soft lotion. He was like the bird Abby Ben Adams in the poetry: he led the whole procession when it came to be there in a thousand different places. But I secretly refused to be convinced. I was looking for the crack in his heel where he wasn't puncture-proof like

(CONTINUED ON PAGE 66)

The Geo. L. Fordyce Co.

Yonkers, O., Jan. 16, 1922

RELIABLE ADVERTISING

27 33 West Federal Street

You Never Heard Of A Sale Like This

\$3,500 Worth of Merchandise Recovered From Shoplifters

Notions

At 3c Stolen notions that sold regularly to 15c. Your choice for 3c.

Human hair pins, tube elastic in black and white, odd sizes and colors of sport silk and cotton thread, curtain hems, hair pins, toilet pins, safety pins, pearl and trimming buttons, crocheted buttons, snap fasteners, hooks and eyes and other items of which there are but one or two of a kind. Included in the lot are a few lengths of ribbons and hosiery.

At 30c Stolen merchandise with values to \$1.00, including Flinders' and Golden Fleece yarns which sold regularly to 75c.

Fancy bound stationery and correspondence cards with values to \$1.00.

Good value curtain (two full pieces) regularly 65c a pair.

Fancy Turkish and book towels, values to \$1.00.

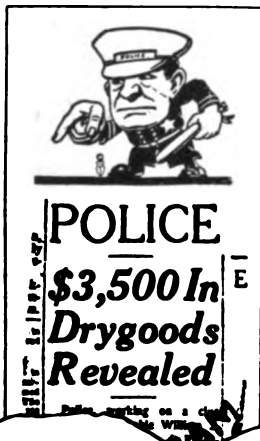
Pillow ticking (three full pieces) different widths that sold to 75c a pair.

Madras linen and silk handkerchiefs, values to \$1.00.

Men's fibre silk hose, values to 50c a pair.

Madras napkins, several dozen that sold at 50 to a dozen, each 50c.

Madras doilies that sold regularly at 75c.



More At \$1.00

Printed "Roses" brand and a regular value at \$2.50.

Table damask in attractive patterns, value \$2.50 a yard.

Green Goss in desirable lengths of 40 inch and 2 yds. with values up to \$2.50 a yard.

Silk Hose

Stomach full fashioned silk hose in various colors and a rather complete range of sizes, regular \$2.00 and \$2.50 values.

\$1.00

At \$1.50 Evidently a carefully chosen assortment of men's

and women's goods with values up to \$5.00.

Printed cigarette blouses in good styles, colors and various sizes, values to \$1.50.

All pure linen shirt and collar pieces, lace-trimmed and hemmed edges, with values to \$4.00.

2 yds. damask, several good pieces with values to \$1.50 a yard.

One pair of lace marquisette curtains, regular \$2.50.

Dress Goods

Silk and woolen dress goods in an assortment which includes lengths of 40 inch, 45 inch, 50 inch, 54 inch, 58 inch, 60 inch, 66 inch, 70 inch, 72 inch, 74 inch, 76 inch, 78 inch, 80 inch, 84 inch, 86 inch, 88 inch, 90 inch, 92 inch, 94 inch, 96 inch, 98 inch, 100 inch, 102 inch, 104 inch, 106 inch, 108 inch, 110 inch, 112 inch, 114 inch, 116 inch, 118 inch, 120 inch, 122 inch, 124 inch, 126 inch, 128 inch, 130 inch, 132 inch, 134 inch, 136 inch, 138 inch, 140 inch, 142 inch, 144 inch, 146 inch, 148 inch, 150 inch, 152 inch, 154 inch, 156 inch, 158 inch, 160 inch, 162 inch, 164 inch, 166 inch, 168 inch, 170 inch, 172 inch, 174 inch, 176 inch, 178 inch, 180 inch, 182 inch, 184 inch, 186 inch, 188 inch, 190 inch, 192 inch, 194 inch, 196 inch, 198 inch, 200 inch, 202 inch, 204 inch, 206 inch, 208 inch, 210 inch, 212 inch, 214 inch, 216 inch, 218 inch, 220 inch, 222 inch, 224 inch, 226 inch, 228 inch, 230 inch, 232 inch, 234 inch, 236 inch, 238 inch, 240 inch, 242 inch, 244 inch, 246 inch, 248 inch, 250 inch, 252 inch, 254 inch, 256 inch, 258 inch, 260 inch, 262 inch, 264 inch, 266 inch, 268 inch, 270 inch, 272 inch, 274 inch, 276 inch, 278 inch, 280 inch, 282 inch, 284 inch, 286 inch, 288 inch, 290 inch, 292 inch, 294 inch, 296 inch, 298 inch, 300 inch, 302 inch, 304 inch, 306 inch, 308 inch, 310 inch, 312 inch, 314 inch, 316 inch, 318 inch, 320 inch, 322 inch, 324 inch, 326 inch, 328 inch, 330 inch, 332 inch, 334 inch, 336 inch, 338 inch, 340 inch, 342 inch, 344 inch, 346 inch, 348 inch, 350 inch, 352 inch, 354 inch, 356 inch, 358 inch, 360 inch, 362 inch, 364 inch, 366 inch, 368 inch, 370 inch, 372 inch, 374 inch, 376 inch, 378 inch, 380 inch, 382 inch, 384 inch, 386 inch, 388 inch, 390 inch, 392 inch, 394 inch, 396 inch, 398 inch, 400 inch, 402 inch, 404 inch, 406 inch, 408 inch, 410 inch, 412 inch, 414 inch, 416 inch, 418 inch, 420 inch, 422 inch, 424 inch, 426 inch, 428 inch, 430 inch, 432 inch, 434 inch, 436 inch, 438 inch, 440 inch, 442 inch, 444 inch, 446 inch, 448 inch, 450 inch, 452 inch, 454 inch, 456 inch, 458 inch, 460 inch, 462 inch, 464 inch, 466 inch, 468 inch, 470 inch, 472 inch, 474 inch, 476 inch, 478 inch, 480 inch, 482 inch, 484 inch, 486 inch, 488 inch, 490 inch, 492 inch, 494 inch, 496 inch, 498 inch, 500 inch, 502 inch, 504 inch, 506 inch, 508 inch, 510 inch, 512 inch, 514 inch, 516 inch, 518 inch, 520 inch, 522 inch, 524 inch, 526 inch, 528 inch, 530 inch, 532 inch, 534 inch, 536 inch, 538 inch, 540 inch, 542 inch, 544 inch, 546 inch, 548 inch, 550 inch, 552 inch, 554 inch, 556 inch, 558 inch, 560 inch, 562 inch, 564 inch, 566 inch, 568 inch, 570 inch, 572 inch, 574 inch, 576 inch, 578 inch, 580 inch, 582 inch, 584 inch, 586 inch, 588 inch, 590 inch, 592 inch, 594 inch, 596 inch, 598 inch, 600 inch, 602 inch, 604 inch, 606 inch, 608 inch, 610 inch, 612 inch, 614 inch, 616 inch, 618 inch, 620 inch, 622 inch, 624 inch, 626 inch, 628 inch, 630 inch, 632 inch, 634 inch, 636 inch, 638 inch, 640 inch, 642 inch, 644 inch, 646 inch, 648 inch, 650 inch, 652 inch, 654 inch, 656 inch, 658 inch, 660 inch, 662 inch, 664 inch, 666 inch, 668 inch, 670 inch, 672 inch, 674 inch, 676 inch, 678 inch, 680 inch, 682 inch, 684 inch, 686 inch, 688 inch, 690 inch, 692 inch, 694 inch, 696 inch, 698 inch, 700 inch, 702 inch, 704 inch, 706 inch, 708 inch, 710 inch, 712 inch, 714 inch, 716 inch, 718 inch, 720 inch, 722 inch, 724 inch, 726 inch, 728 inch, 730 inch, 732 inch, 734 inch, 736 inch, 738 inch, 740 inch, 742 inch, 744 inch, 746 inch, 748 inch, 750 inch, 752 inch, 754 inch, 756 inch, 758 inch, 760 inch, 762 inch, 764 inch, 766 inch, 768 inch, 770 inch, 772 inch, 774 inch, 776 inch, 778 inch, 780 inch, 782 inch, 784 inch, 786 inch, 788 inch, 790 inch, 792 inch, 794 inch, 796 inch, 798 inch, 800 inch, 802 inch, 804 inch, 806 inch, 808 inch, 810 inch, 812 inch, 814 inch, 816 inch, 818 inch, 820 inch, 822 inch, 824 inch, 826 inch, 828 inch, 830 inch, 832 inch, 834 inch, 836 inch, 838 inch, 840 inch, 842 inch, 844 inch, 846 inch, 848 inch, 850 inch, 852 inch, 854 inch, 856 inch, 858 inch, 860 inch, 862 inch, 864 inch, 866 inch, 868 inch, 870 inch, 872 inch, 874 inch, 876 inch, 878 inch, 880 inch, 882 inch, 884 inch, 886 inch, 888 inch, 890 inch, 892 inch, 894 inch, 896 inch, 898 inch, 900 inch, 902 inch, 904 inch, 906 inch, 908 inch, 910 inch, 912 inch, 914 inch, 916 inch, 918 inch, 920 inch, 922 inch, 924 inch, 926 inch, 928 inch, 930 inch, 932 inch, 934 inch, 936 inch, 938 inch, 940 inch, 942 inch, 944 inch, 946 inch, 948 inch, 950 inch, 952 inch, 954 inch, 956 inch, 958 inch, 960 inch, 962 inch, 964 inch, 966 inch, 968 inch, 970 inch, 972 inch, 974 inch, 976 inch, 978 inch, 980 inch, 982 inch, 984 inch, 986 inch, 988 inch, 990 inch, 992 inch, 994 inch, 996 inch, 998 inch, 1000 inch.

It is seldom that a "Shoplifter's Sale" is possible. In this case, however, it was, and the Fordyce Company made the most of it

Recovered goods sold at shoplifters' sale

Just before Christmas of last year, a store in one of the Central States found out that some of its employees had been systematically stealing merchandise from its shelves and stockrooms, and upon looking more closely into the matter, found that these certain pilferers had, within the last three or four years, stolen goods amounting to nearly \$3,500.

Needless to say, the culprits were brought to time, and much

of the merchandise (for some unknown reason never sold or disposed of) was recovered and again put under the store's roof. Then came the puzzling question—what to do with the goods now that they had been returned: put them in regular stock or "make a holler" about them? The latter course was decided upon, and the way the sale was exploited is shown in the accompanying illustration of the firm's advertisement. Even though you happen to sell hardware, you might adapt this clever idea, should the opportunity ever present itself.

You can't make profits until you sell your goods

IT ISN'T A FINE STOCK OF GOODS, OR MAHOGANY SHOW CASES, OR THE LOCATION OF A STORE THAT MAKES EXTRA MONEY: IT'S QUICK TURNOVER

By William Feather

THERE are a good many valid arguments against the chain stores, but there is no denying that one of their merchandising principles is as sound as bedrock. This is the principle of rapid turnover.

Retail grocers will be interested in the statement made by the National Chain Store Grocers' Association, in recent session, that it is possible for a wholesale house to establish a turnover of 12 to 16 times a year, and for a retail store to have a turnover 50 times.

Turnover is one of the most important words in the modern business vocabulary, and an understanding of its possibilities means success in both manufacturing and retail merchandising.

When a modern banker analyzes stocks in order to be able to advise his clients which to buy, he makes a comparison of sales and investment—which is simply turnover.

Unless the

gross yearly business is greater than the amount of the total stock issue, he does not consider the investment a desirable one.

Buildings, machinery, stocks of goods, working capital, good will and patents do not mean profits. Profits in manufacturing are made from sales.

The same thing holds true in retail merchandising. A well located, attractive store, a bountiful stock of goods, mahogany counters and show cases do not make profits. Profits are from sales—and the greater the volume of sales in a year, the greater the profit.

Sounds simple and obvious as A-B-C. Yet many of us are apt to think more about getting a large profit on each item than of selling a great many times at a small profit on each one.

A certain Detroit manufacturer of automobiles once figured out that if he could sell a great many cars at a low profit per car,

RULES FOR RAPID TURNOVER:

1. Sell well-known goods.
2. Weed out slow-moving lines.
3. Don't over-buy.
4. Use newspaper and direct advertising.
5. Keep goods in sight.
6. Have attractive window and counter displays.

he would make more money and make it more quickly than anybody in the automobile field. And he proved he was right.

When the five-and-ten-cent stores first appeared, many merchants pooh-poohed the notion that anyone could make money selling goods that brought only a cent or two profit on each sale. They forgot that the multiplication table was going to work for the "five-and-tens."

Sales volume important

Low selling price attracted people. The "five-and-tens" sold thousands of items in each of their scores of departments. And if you multiply even a one-cent profit by a big enough number of sales, the figure is respectable. The Woolworth Building proves it.

The annual report of the famous Selfridge Company, which has its central department store in Oxford Street, London, England, is an example of how retail establishments can get the better of hard times when they are clever enough merchandisers to put Old Man Quick Turnover to work for them.

In spite of decreased purchasing power on the part of the public during 1921, the Selfridge stores in that year made an actual increase of \$1,700,000 in sales! The entire stock of the stores was turned over no less than eight times in twelve months.

Quick turnovers, with small but certain profits, enabled the Selfridge Company to pay liberal dividends to its stockholders in 1921 and maintain a

high rating in the money market.

A western merchant has this sign over his desk: **WE WANT TURNOVERS — NOT LEFTOVERS.** And he sees that he gets those turnovers.

Turning stock an extra time is like finding money because the extra profit does not require an additional investment. The money simply works faster and produces more.

Over-buying and slow-selling are the greatest enemies of rapid turnover. They tie up profits on the shelves. And the cost of carrying slow-selling goods absorbs the net gain produced by quick-moving goods.

Fast sellers pay

The keen merchant will stock only quick-selling goods. He will buy these in quantities just large enough to take care of his trade, and then get behind them with all the sales push possible.

In modern business, the big idea is quick sales at small profits and minimum investment.

If you want to speed up your turnover, read these rules—and check up on your store to see how many of them are being carried out:

Pick lines that move rapidly. That generally mean advertised goods.

Weed out the slow-moving lines. Either discontinue them entirely, or replace them with rapid sellers.

Concentrate purchases.

Keep an eye on stock, so that goods on hand will not increase faster than sales.

(CONTINUED ON PAGE 64)

Editorials

Phoney Profits

IT'S hard to teach old dogs new tricks. In spite of the fact that it has been proved bad business, a number of merchants still persist in figuring their net profit by taking a certain percentage of the cost price of an article instead of basing it on the price for which the article sells. The only time a dealer is justified in estimating his profit that way is when he gets his store rent-free, when his light, heat, insurance, etc., are presented to him gratis, and when his clerks start working for nothing.

Beat Him To It!

WHEN a customer comes into your store to ask about something he has seen in the window the first thing he wants to know is the price of the article. He already knows what it is and what it looks like. But before he can think of buying it he has got to know how much it costs. You can save him the trouble of asking that question and yourself the trouble of answering it by the very simple means of using price cards on your displays. It is cheap, it is efficient and it lessens work in selling.

**Handling
Credits**

ANY time is a good time to revise credits; but there is a right way to do it. Put yourself mentally outside of your business and from that angle, with your knowledge of the character of each customer, study your list of accounts. From that list make the following segregations:

1st. Doubtful Accounts. Those are to be discontinued. Handle them with hard common sense but also with some diplomacy. Any that are not going to pay should be stopped now. Lose what you have in them rather than put in more to lose later on. To those whom you want to let down easily, talk depression, enhanced operating costs and tight money which makes necessary the calling in of your capital.

2nd. Accounts Which Are Too Large and Slow, But Good. Give them the same kind of talk. Get those accounts down to payment in full at regular intervals. Be inflexible about payment without any balances.

3rd. Solid, Satisfactory Accounts. Mostly, let those alone. They are the mainstay of any credit business. The only rule to enforce there is the complete payment at regular intervals with no balances left.

Turns back-room into live department

C. J. Holland had a back-room that was a temptation to all in his employ. The clerks were in the habit of stacking empty packing cases there in disorderly style. One day he decided that instead of a trash-catcher this space could be made into an attention-catcher. He tore out the partition, built in a booth with ceiling and sides, and equipped it with switches. Then he added sloping shelves at one side that were so wired that inverted bowls could be illuminated as they lay on the shelves.

Chandeliers were suspended

from the ceiling and side lights along the sides, each group of which can be lighted as desired. In this space are also shown various household devices such as washers, vacuum sweepers, dish-washers and the like. At one side of the booth there is a passageway to the rear room. Along the ceiling of this are two rows of porch lights.

It was quickly noticed that people walked out of their way to inspect the lights. Sales doubled within a few months and the grades sold were better than when much of the beauty of the fixtures had to be left to the imagination. Although at the rear of the store, light makes the department quite prominent.



He converted his back room from a trash-catcher into a display section for electric fixtures at small expense



SHE DUSTED

Things were getting desperate with a certain servantless lady. She was therefore quite excited when the employment-office people sent her a possible maid.

"Are you a good cook?" she asked the gaily-dressed applicant.

"No, I don't cook," was the reply.

"Are you accustomed to washing and ironing?"

"I'm afraid I couldn't do either; they're too bad for the hands."

"Can you sweep and turn out a room?"

"Certainly not!" This was quite decided. "I'm not strong enough."

"Well, then," asked the exasperated lady of the house, "what do you do?"

"I dust!" replied the girl placidly.

If what you did yesterday still looks big to you, you haven't done much today.

NOT SAFE

A carpenter sent to make some repairs in a private house entered the apartment of the lady of the house with his assistant, and began to work.

"Mary," the mistress said to

her maid, "see that my jewel-case is locked up at once!"

The carpenter understood. He removed his watch and chain from his vest in a significant manner and handed them to his assistant.

"John," he said, "take these back to the shop. It seems that this house isn't safe."

Peace is a state of mind—of mind your own business.

FRANKNESS

Johnny: "Grandpa, can you help me with this problem?"

Grandpa: "I could, dear, but I don't think it would be right."

Johnny: "I don't suppose it would, but take a shot at it, anyway."

NO CHANCE

"Is your son out of danger yet?"

"No; the doctor is going to make three or four more visits."

THE BIG DEMAND

"I suppose trade is dull here in Punkville," said the stranger.

"Dull! What do you mean?" exclaimed the proprietor of the Punkville Hardware. "Since the feud broke out on Trouble Creek I can't keep my sporting line nowhere near complete."

WHERE IS HE?

Marker: "A man near our office offers to serve lunch at a dime a plate."

Jones: "How does he do it?"

Peters: "Never mind how he does it—what's his address?"

MAY BE CURIOUS

The film producer was trying to persuade an extra to wrestle with a lion.

"You needn't be afraid," he said. "The beast is perfectly tame. He's never tasted raw meat."

"No, perhaps not," said the perspiring actor; "but that doesn't mean that he may not be full of curiosity."

The man who builds a factory builds a temple, and the man who works therein worships there. To each is due not scorn nor blame, but reverence and praise.—Calvin Coolidge.

UNHAPPY MEDIUM

Householder: "You're a big healthy man; why don't you go to work?"

Tramp: "Madam, I'll tell you my trouble. I'm an unhappy medium."

Householder: "Whatever's that?"

Tramp: "I'm too heavy for light work, and too light for heavy work."

THE DIFFERENCE

"If you tell a man anything it goes in at one ear and out at the other," she remarked.

"And if you tell a woman anything," he countered, "it goes in at both ears and out of her mouth."

DISTINGUISHED

"Your son will be a very distinguished man if he lives long enough!" murmured the fortune-teller in deep, mysterious tones.

"Oh, how nice!" gushed the proud mother. "And for what will he be distinguished?"

"For old age," replied the fortune-teller, slowly.

THE CLEAN-UP

The speaker was enumerating, in impassioned tones, the evils of the day.

"What we want to do," he cried, "is to get rid of Socialism, Radicalism, Bolshevism, Communism, Anarchism, and Sovietism."

"And, while we're about it," chimed in a weather-beaten old man, "can we throw in rheumatism?"

ABNORMAL

The Doctor: "You say your little boy has an abnormal appetite. In what way is it manifested?"

The Mother: "He's lost all desire for things that make him sick."

IT DID

Box: "I hear your friend the naturalist has met with an accident. What was it?"

Cox: "Someone who gave him a tiger cub said it was so tame it would eat off his hand, and it did."

ECONOMY

Meg: "You give your husband a necktie every birthday?"

Mag: "Yes; it's a splendid economical scheme, because the poor dear never wears it, and doesn't dream that I gave him the same tie year after year."

Be master of your job or your job will master you.

GOOD BUSINESS

Conductor (new to the job): "I'm sure the old boy there has paid his fare twice. Think I had better tell him about it?"

Old Timer: "No-o! Ask him for it again."

FEARFUL

Mistress: "Bridget, what ails the cuckoo clock? I haven't heard it lately."

Biddy: "Well, mum, there do be a strange cat around the kitchen, an' likely the pore bur-rd is afeared to come out."

The advertisement features three overlapping cards, each with a different product. The top-left card is for 'The BUMPER', showing a car's front end and a pedestrian. The top-right card is for 'MIRROR', showing a woman looking into a mirror. The bottom card is for 'HOTROLA', showing a group of people gathered around a large radiator that looks like a phonograph.

The BUMPER
that Saves Your Car
Shoves All Obstructions
out of the Way Without
Damage to the Automobile
"H—I on Jay Walkers!"
The PEDESTRIAN
BUMPER

**As Handy in the Boudoir
as in the Kitchen
See Yourself Getting
Father's Breakfast
With Pure Chippendale Handles
and Heppelwhite Spouts—
Just the Thing for Debutante Dinners**
MIRROR COOKING and
LOOKING-
Ware

HOTROLA
The Heating Plant that
Looks Like a Phonograph
Plays Anything from a Waffle-iron
to a Double Boiler
Got it All Over the Old Fashioned
Radiator Whistle
PUT ON A
HOT ONE JIS,
THE VICAR
HAS A CHILL
Yours for Warm Music!

Permission of The Buhldge Co.

The Advertiser's Guyed

The Foundation of a Better America

Just as the strength and majesty of an army is dependent upon the individual soldiers that make up its ranks, so the whole structure of the City, the State and the Nation rests upon the foundation of the individual home. Better homes make better cities. Better cities make a better nation. You can measure the progress of any civilization by the character of its homes. BETTER HOMES IN AMERICA is a movement that affects vitally the lives of Americans. It is a nation-wide movement that depends for its success on the amount of interest and effort exerted by the individual. If you desire a better town, a better America, for yourself as well as for your neighbors, you cannot fail to do your share toward making this movement a success in your community.



Drawing by Franklin Booth

Published by the
Courtesy of The Delineator

Value of better homes to be demonstrated October 9th to 14th

BETTER HOMES IN AMERICA MOVEMENT TO BE
BACKED BY LEADING BUSINESS MEN OF THE COUN-
TRY. PLAN NATIONAL DEMONSTRATION WEEK

ATTENDING a BETTER HOMES exhibition in Ohio some eight months ago, President Harding said that he would like to see such a demonstration in every town in the United States.

The same idea cropped out in numerous other places. Local demonstrations of interest in home building and home betterment were few and scattered. But they came to the attention of the most important men in public life in America—men like Herbert Hoover, Secretary of the Department of Commerce, and Henry C. Wallace, Secretary of Agriculture. Meetings were held to discover ways by which the benefits of these local affairs could be applied on a national scale. The result was the formation of an Advisory Council composed of prominent men and women in public life.

The essential facts of this great national movement are taken care of in the following questions and answers:

Question: *What is the BETTER HOMES IN AMERICA movement?*

Answer: It is a nation-wide organization, the object of which is to create a greater interest in better homes. The BETTER HOMES IN AMERICA dem-

onstration week will be held from October 9th to 14th.

Q.: *How will the work be done?*

Ans.: The Advisory Council, which has investigated and studied the better homes demonstrations that have already been held, has selected the best features from each and, with the aid of experts on housing, sanitation, financing, equipment, furnishing, etc., has collected the facts into a simple and practical plan book which gives all the information necessary to put on a local campaign. This plan book contains a strong endorsement from President Harding; articles by Vice-President Coolidge; Herbert Hoover, Secretary of the Department of Commerce; Henry C. Wallace, Secretary of the Department of Agriculture; practical articles prepared by government experts under Mr. Hoover's direction and articles by experts on home economics.

The plan book is based upon the experiences of other communities and upon the knowledge of the leading experts of the country.

Q.: *What will it accomplish?*

Ans.: The campaign will stimulate interest in the building of new homes, of better

homes and the better furnishing and equipment of those now built.

Q.: Has it ever been tried out successfully?

Ans.: A demonstration at Dayton, Ohio, this spring was carried out along the lines recommended in the plan book, with the result that over 25,000 people visited the demonstration home during the six days. A very successful Better Homes Demonstration was run in Richmond, Va., during the month of August. The plan book is based upon the experience of many communities.

Q.: Who is back of the movement?

Ans.: The Advisory Council comprises the following men: Calvin Coolidge, Vice-President of the U. S.; Herbert Hoover, Secretary of Commerce; Henry C. Wallace, Secretary of Agriculture; James John Davis, Secretary of Labor; Dr. Hugh S. Cummings, Surgeon General of the United States Public Health Service; Dr. John J. Tigert, U. S. Commissioner of Education; C. W. Pugsley, Assistant Secretary of Agriculture; John M. Gries, Director, Division of Building and Housing, Department of Commerce; Julius H. Barnes, President Chamber of Commerce of the United States; John Ihlder, Manager, Civic Department, Chamber of Commerce of the U. S.; Donn Barber, Fellow, American Institute of Architects; John Barton Payne, Chairman, Central Committee American Red Cross, Livingston Farrand, Chairman, National Health Council; Mrs.

Thomas G. Winter, President General Federation of Women's Clubs.

In addition, a list of co-operating governors already includes the chief executives of most of our states. Communications should be addressed to: Advisory Council, Bureau of Information, *The Delinicator*, 223 Spring Street, New York City, Mrs. William Brown Meloney, Secretary.

Q.: What will the movement mean to a community?

Ans.: Anything that stimulates interest in better homes makes better citizens, which, in turn, means better and more substantial communities.

Q.: What does the movement mean to a merchant—to the hardware merchant?

Ans.: Anything that better conditions as a whole is bound to be of help to the business of the local retail merchants, and will inevitably help the business of the hardware merchant. The more interest there is in better homes, the more buying there will be of a better grade of furnishings and equipment for the home.

Q.: What can a merchant do toward a successful demonstration week in his community?

Ans.: If a committee has already been organized, co-operate with the committee to the utmost. Mention demonstration week in your advertising, put a sign about it in your window, swing in behind the committee and give it the benefit of your help.

If no committee has yet been formed, make it your duty to start something. Get in touch

with the headquarters of the Advisory Council. Telegraph that fact at once to the Advisory Council, Bureau of Information, *The Delinicator*, 223 Spring Street, New York City, Mrs. William Brown Meloney, Secretary, and immediate steps will be taken to assist in the formation of a committee.

Q.: *Where can a merchant get complete information about the BETTER HOMES IN AMERICA movement?*

Ans.: From the Advisory Council, Bureau of Information, *The Delinicator*, 223 Spring Street, New York City, Mrs. William Brown Meloney, Secretary.

Where do we get our aluminum from?

Here's what some folks would call an anomaly—aluminum is not aluminum at all, but aluminium. Because somebody made a mistake in the spelling a long time ago, we are now privileged to spell it minus one i.

Aluminum utensils are made from an ore which is dug with a steam shovel. It closely resembles dry, hard, white clay. This ore from which aluminum is produced is called bauxite. It is found in this country in large quantities, particularly Arkansas, and in smaller quantities in Georgia, famed likewise for peaches, Ty Cobb, etc. A great deal of bauxite is imported from South America and Europe.

So now, perhaps, you know a little more than before about those kettles and sauce-pans.

What do you know about the saws you sell?

(CONTINUED FROM PAGE 14)

and prevents grain cracks. Finishing touches are added with wood files.

The handles are next slit to receive the blade and bored for the screws which will fasten them to the saw blades. They are now ready for polishing. No machine has yet been devised that will do a satisfactory job of polishing. Nothing has yet been devised that will equal the naked human hand for the finishing touches on a piano case. In making saw handles the polishers use a pad filled with polishing material in the form of powder which sifts out as they work. Nine dozen handles in four rows are placed in a frame so tightly that they cannot move and rubbed as if they were one board. Although the work is swiftly done it is very effective. The cheaper grade handles are usually of beech and are not polished, but varnished.

Making saw blades

Thirteen operations are required to make the brass screws which fasten the handle to the saw blade. They are made in automatic screw machines which may be seen in many factories.

Making the saw blades is a more important and more interesting process. Each manufacturer has his own secret processes for treating the metal which he is quite sure yields a product his competitors can

never hope to equal. In a general way, though, it may be said that crucible steel free from blowholes, seams and splits and of uniform hardness is employed. The steel is cast in ninety-pound ingots 3x7x9 inches. The ingots are rolled into long thin strips, then cut into shorter lengths and rolled again.

The blank blades

These sheets are reheated. When they have reached the proper temperature an attendant pulls one out with a long handled pair of tongs and, giving it a swing over his head, brings it down with a crash on a cast iron slab kept wet with water. Then he turns the sheet over and gives the other side a slap to knock off the scale. He passes it along then into a three high roll and a man on the other side passes it back. The process is repeated several times until the sheet is rolled to gauge. Next it is cut into oblong shapes from which two blades will be made. The blanks now pass on to the saw factory.

The first encounter of the blank is with an inspector who examines it carefully for thickness and weight. If it is thicker than the average it is destined for rip saws; if thinner than the average it is made up into thin saws for lighter uses. For a standard handsaw the blank must be exactly right.

Once safely past the inspector the blank goes to the dentist who presides at a machine which purrs like an overgrown cat, for it cuts out teeth at the rate of

1,650 a minute, so that it is quite impossible to distinguish the individual sound of producing a single tooth. It is a truly marvelous machine, for it can cut the different sized teeth of a rip saw at a single operation.

By this time the blank begins to bear some resemblance to a saw. It now goes to an oil furnace to be hardened. Being the most important process hardening is regulated by pyrometer so that the temperature is always exactly right. At exactly the right instant the metal is snatched from the furnace and plunged into a compound bath the principal ingredient of which is whale oil. On being taken out the steel is extremely hard so it must be tempered by reheating at a lower temperature.

Hammered straight

Next ensues "smithing in the black," a process requiring great skill which consists in hammering to make the blades perfectly flat and straight. A high degree of skill is also required for the next step, which consists in grinding the blade so that it is an even thickness along the teeth edge but tapering thinner from teeth to back and from heel to toe so that the blade is thickest at the butt which must bear the force of the thrust when in use.

The blade is now ready for tensioning, which is another hammering process. Some blades reach this stage too "fast," which means that the metal is too long on the edge and needs expanding in the

center; others are too loose, which is too long in the center, or the reverse of fast. Tensioning gives the blade the proper spring or character.

Correcting irregularities

At this stage the blades are again inspected and prepared for drawing which is a grinding process to bring the lines perfectly straight and prepares the surface for polishing. The blades are placed on flat boards with cross handles. A workman bearing down on the handles draws the board across the grindstone.

Blocking, a delicate process performed by skilled workmen, consists in tapping with hammers, first on anvils, then on lignum vitae blocks to correct any irregularities which may have been developed earlier.

Polishing is done on big wooden wheels faced with leather. This produces a beautiful finish. All that the poor blade has gone through has so changed the arrangement of its molecules that it needs a special bath to stiffen it up at this stage of the proceedings. Then the maker's name is etched, the teeth are set and sharpened and the handles are attached, each one being specially adjusted to give it the correct hang. If the saws can now pass the final inspection they are packed for shipment. Throughout the whole manufacturing process samples are taken at random for laboratory tests. If the sample does not measure up to specifications in every particular the

lot is immediately condemned.

American saws are sold all over the world, but not always under famous trademarks. In China, for example, the people cannot afford to buy high grade tools. Therefore a special cheap line is made that is worth the money asked but is not up to a standard that the maker can afford to put his trademark on to advertise his brand.

Picking your saw

From what has been said about manufacturing processes it will be seen that the name of any one of the famous manufacturers is all the guarantee the purchaser needs. In making a selection take the saw by the handle to see that it hangs right and that the handle fits the hand. Next try the blade by springing it. See that it bends regularly and even from point to butt in proportion to varying width and gauge. The thinner the blade the better, if it is well ground. There is less suction and friction in a narrow true saw than in a thick one. Holding the saw at arm's length bend the blade slightly so as to bring the points of the teeth into view along the entire side of the blade. The points should all show the same length. The tooth edge should be slightly arched—about one-eighth inch in thirty inches. Hold the saw so you can look from the back along the flat side of the blade in order to examine the set. This should be uniform on both sides. The setting should not extend more than half the length of the tooth if the saw is to do good work.

"Lucky Day" makes more cash payments for Ball Company

CASH PURCHASING IS STIMULATED BY OFFER OF RETURN OF ALL MONEY SPENT IN THE BALL COMPANY STORE ON ONE DAY OF EACH MONTH

By Benjamin O. Wilkins

LAST October the Ball Supply Company, of Charleston, S.C., inaugurated the idea of offering to return all money on purchases made on one day of each month. A number representing the date for "lucky day" for the ensuing month is chosen by one of the owners, written down, sealed in an envelope and placed in the safe to prevent any possible leak of information. It was estimated at the beginning that about four per cent. of the month's cash might be returned to customers, but it has worked out that only one and a half per cent. is handed back. Various causes prevent the holder of the cash receipts from keeping and presenting them.

It teaches the cash habit

"But," says Mr. Ball, "even if the whole four per cent. should be returned, we would consider that well worth while if it converted all charge customers to the good habit of paying spot cash at the time of purchase. In fact, that's one of the reasons we adopted the idea. And our observation shows that charge customers are paying cash more and more—an important thing,

especially these days. It's an easy way to ask for cash when the purchase is made—pointing out to the man or woman that they may get the entire amount back if they pay before leaving the store."

How the news spreads

Publicity for the feature is given by advertisements run in all the local papers, by the clerks as they make sales—and better than all other ways, by pleased customers who have had their money returned.

There are many people who get the habit of reading the advertising of The Ball Supply Co. through watching for the announcement of the "Lucky Day" Coupons showing cash purchases that have been presented for redemption during the first five days of the month, ranging from five cents up to nearly one hundred dollars.

Chief among the difficulties found, is that of educating purchasers to hold their cash receipts until the "lucky day" is announced. The proprietors want every cash receipt for that day returned and all claims made; for the value of the advertising through customers that

APRIL 21st WAS Lucky Day

**Did You Buy for Cash
From Us on That Day?**

If you did, look up your Cash Register Receipt and bring it to us not later than Friday, the 5th, and we will give you back your money.

If you were unlucky, try again; there will be a Lucky Day in May.

BALL SUPPLY CO.

The WINCHESTER STORE

377 King Street, near Calhoun

SPORTING GOODS — HARDWARE — PAINTS

The lucky number (21 in this case), is locked in the safe until the month is over. Then it is announced in advertisements

pleased is worth a great deal.

"But," says a man who is getting his refund for a "lucky day" coupon, "if I make a purchase with the money you are giving me now, can I get another cash coupon with it, and come in again next month for a refund if this proves to be the 'lucky day' for this month?"

"You certainly can," answers the clerk making the sale. "We consider this a new purchase.

The cash you've just had refunded is yours. We appreciate your spending it here, though, as you know, you are under no obligation to do so. On the other hand, you are entitled to as many 'lucky days' in successive months as your lucky streak deals you."

"That settles it," concludes the customer. "I'll spend it right here, now, and hope for luck again." So the cash paid out often returns to the drawer.

The image is a heavily blurred and tilted scan of a document, possibly a resume or cover letter. The text is illegible due to the quality of the scan. Visible fragments include:

- At the top, a header area with a line that appears to say "OFFICE OF THE MAYOR".
- Below the header, several lines of text are visible but unreadable.
- On the left side, there are fragments of what might be a name or title, such as "m" and "m".
- At the bottom left, the word "nese" is partially visible.

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APRIL 21st WAS Lucky Day

Did You Buy for Cash
From Us on That Day?

If you did, look up your Cash Register Receipt and bring it to us not later than Friday, the 5th, and we will give you back your money.

If you were unlucky, try again; there will be a lucky Day in May.

BALL SUPPLY CO.
The WINCHESTER STORE

377 King Street, near Calhoun

SPORTING GOODS — HARDWARE — PAINTS

The lucky number (21 in this case) is looked in the new and the month is over. Then it is chosen in advertisement.

pleased is worth a great deal.

"But," says a man who is getting his refund for a "lucky day" coupon, "if I make a purchase with the money you are giving me now, can I get another cash coupon with it, and come in again next month for a refund if this new 'lucky day' is not my day?"

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MOWER WORKS

WARE

Hardware dealer and his paint department

(CONTINUED FROM PAGE 21)

ice if your paint has to be shipped half way across the continent for your "fill-in" and special orders. If you carry a stock sufficiently large to meet all emergencies your overhead will eat up your profit. In selecting your line let the speed with which you can get "fill-in" orders be one of the major considerations.

Stock and turnover very largely determine whether a dealer makes money. There is perhaps no other line of hardware that requires such careful stock keeping as paint and varnish. First there are several classes of paint and varnish. Each is put up in from one to three dozen colors. Each color is put up in from one to six different sizes, thus multiplying the dangers of the accumulation of unsalable colors and sizes. It is the accumulation of these dead sizes and colors that often absorbs the profit in the paint department. The dealer must bear in mind that he does not really make profit on a given order of paint *until the last cans are sold*. We can best illustrate this important turnover principle by the accompanying diagram.

Let us suppose a dealer buys 15 cans of paint at \$1.00 each. He marks them to retail at \$1.50. In selling them his profit does not really begin with the first can. Obviously he must sell the first ten cans before he gets his original investment back (\$15). If his cost of doing business is

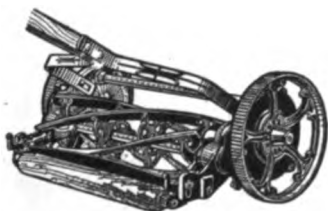
20 per cent. (in many stores it is higher) he must sell cans 11, 12 and 13 before he covers his cost of doing business. His real profit therefore begins with the sale of the 14th can, and he does not really make a satisfactory profit until he sells both 14 and 15. Now if this order is carelessly bought and 14 and 15 are unsalable shades or sizes, they become shelf warmers, are thrown about for a long time, become rusty, disfigured or hard in the package, and are eventually thrown out or sold for a trifle. He then makes no money on this entire bill of paint. It is because of the failure to sell the *last cans* that so many dealers fail to make money in their paint department. The only way to make sure you sell the last cans is to make sure you buy right in the first place.

Pointers in choosing the line

So, in choosing your line make sure that it is compact and reduced to the minimum of sizes and colors, yet at the same time meets the demands satisfactorily. Be sure not to duplicate lines or kinds of paint. One sure way to make a failure of the paint and varnish department is to try to handle everybody's goods, thereby increasing your investment, paralleling lines, slowing down your turnover, and piling up dead shades and sizes. The ideal to work toward is to keep the line down to the minimum number of shades, but make sure that you can take care of the regular demands of your community. Then stock these shades liberally

PENNSYLVANIA

Quality
LAWN MOWERS



NO ADVANCE

Notwithstanding the higher cost of material and labor the prices of

Pennsylvania Quality Lawn Mowers

are unchanged—and will not be *lower* before June 30, 1923.

Our suggestion to the hardware trade to place specifications at once is based on the fact that stocks are lower than ever before—and the increasing difficulties and cost of production may compel us to pro-rate deliveries.

PENNSYLVANIA LAWN MOWER WORKS

FOUNDED 1877

PHILADELPHIA

Avoid all paralleling of lines. It might be put this way:

A dealer will succeed in the paint and varnish business in direct proportion to the degree that he keeps his lines, shades, and grades down to a minimum and his turnover up, but without the loss of any appreciable amount of business because of inadequate stock.

The quality of the line is, of course, a big consideration. But there is another requisite—namely, that the quality be known in the community. When a man buys a shovel he is able to use his own judgment as to its quality. He examines the handle to see there are no knots; he sees that the rivets are secure; and that the steel looks durable and is without flaws; he leans on it. On the basis of his own judgment he either buys or refuses to buy. But when he buys a can of paint he literally buys "a cat in a bag." He doesn't even see what he buys. If he should see the paint it would mean nothing; for a poor paint or varnish looks very much like a good one.

Handle well-known brands

So the confidence he is going to place in that paint will depend entirely on the label. Therefore it is absolutely necessary that a well known line be handled, and, inasmuch as paints and varnishes are perhaps the most widely advertised goods in a hardware store, people have their own notions about the line. So other things being equal, the paints and varnishes most favorably known in the community are the best to handle.

Inasmuch as paint and varnish sales so readily respond to promotion, another big consideration is the help you get from the manufacturer or distributor in their re-sale. We cannot enter into a discussion of the merits of the various ways of retail promotion. Each manufacturer has worked out his own system. Study the co-operation offered by the various manufacturers and select that which best meets your local needs.

Paint breeds more business

One feature of a paint and varnish proposition that has received more consideration from both manufacturers and dealers than it deserves is the exclusive agency feature. Especially is this true in towns of more than 10,000 population. If there were only one good line of paint to have that agency at the exclusion of other dealers might react favorably. But there are many good well known lines. Paint business breeds more paint business, and the more of a certain brand there is scattered through a community the more widely and favorably it becomes known and the demand is increased in geometric proportion. Now certainly two, three, or a dozen dealers will distribute more paint than one dealer; hence proportionately more business will be done by each.

In the fiscal year ending June 30, 1920, the latest year for which figures are available \$27,766,817 worth of domestic paints and colors were exported from the United States.

A Prize Contest

open to Every Hardware Dealer
in the United States

WHITLOCK
CLOTHES LINE

Dealer Helps
and Outline of Prize Contest
for Wash-day Week

YOU
get 1000 lbs.
of Sales Help
with every box of
WHITLOCK
CLOTHES
LINES

Over \$1000 in Prizes

First prize \$250 Three prizes of \$50
Two prizes of 100 Five prizes of 15

In addition, a sum equal to one-half
the prize won goes to jobber's salesman
handling the dealer.

The Whitlock Cordage Company,
wishing to stimulate interest in window
display, is offering prizes to hardware
dealers and dealers who carry home
furnishings, for the best window dis-

plays featuring wash-day articles carried by the dealer.

Here is a big opportunity to win prize money with original
display ideas, and increase sales at the same time. Any wash-
day articles you carry can be part of the display, as well as
Whitlock Clothes Lines.

And don't forget that

WHITLOCK CLOTHES LINES

give a substantial margin of profit. That the handsome counter display box
sells them on sight. That national advertising will create a demand for this
new article.

Advertise. Increase sales. Win
a prize. Get on the honor list of
hardware dealers.

Send this coupon direct to

**WHITLOCK
CORDAGE COMPANY**
46 South Street, New York City

COUPON

Whitlock Cordage Company,
46 South Street,
New York City.

We are interested in the Prize Dis-
play Contest. Kindly send necessary
information and rules.

A small town dealer with a big vision

(CONTINUED FROM PAGE 26)

it and the results were "just a chance."

One day a farmer from that "certain section" entered the Witten store. The merchant brought up the fertilizer question, but the farmer wouldn't have any "new fangled stuff pushed off on him." Words flew back and forth, and finally Tom agreed that if the farmer would take the fertilizer and spread it over his ten acres of wheat land, he could pay for it should a greater yield than the previous year result. If not, they'd call it square. The farmer agreed.

The proof of the pudding

The wheat grew up. It was much greener than the crops of the farmer's neighbors. They commented on it. Harvest time neared. The wheat ripened eight days ahead of the other crops. Then came the thrashing. Farmers for miles around crowded to watch the results. Ninety-four bushels over the crop of the previous year were thrashed off of the ten acre patch, and at \$2.08 a bushel (the prevailing price).

But the results didn't end there. The next year Witten sold 300,000 pounds of fertilizer in that same district. Other hardware men, his competitors, also sold more fertilizer, more binder twine, more binders and more drills.

"Don't be the leech on any community," Witten told a

Trenton gathering the other day. "The way to prosper is to realize that what helps the trade territory helps you. Mere gain on the part of a member or business institution is not an asset—it is the service that each one renders to his fellow men, business associates and the community.

It is "good business"

"If you are going to practice neighborliness try and help your neighbor—be a good neighbor. It is good business. I always figure that if the productiveness of my community is increased my business is bound to pick up.

"I don't care if my competitor gets a bigger share—all I want is my share. It's bad business to try and build trade by taking sales away from your rival. The only business gain worth having is what you get by developing the resources of your community. Your store is created to serve your community. When it fails to do that it has no right to exist.

"There are two kinds of dealers: The storekeeper and the hardware merchant. The storekeeper sells hardware and pays taxes when the law makes him. The hardware merchant offers hardware for sale and lives to contribute to his community.

"In the case of the storekeeper, you never find him aiding the Red Cross, nor is he ever seen as a leading light in civic matters. You might find him at church on Sunday, all pious for the hour. He's a jolly good fellow and slaps you on the back when you enter his store.

Gilbert Clocks



The Gilbert Thinlarm

Turnovers—Not Leftovers

The new Gilbert Thinlarm does not decorate your shelves very long because customers like its thin design, handsome finish and timekeeping accuracy.

It's the greatest alarm clock value ever offered. Your jobber will gladly show you a sample Gilbert Thinlarm and our co-operative sales plan.

William L. Gilbert Clock Co.
Winsted, Conn.

"Makers of good clocks since 1807"

Say you saw it in GOOD HARDWARE

but the mask soon falls if you don't buy.

"Riches alone do not make a happy home or a good business. We've got to co-operate and pull together for the good of our community. The merchant must get the farmers interested in his town and do a little good each day at some cost to himself.

"We mustn't think too much of factories and stores and paved streets, but more of the most important thing in the world—and that's just folks.

"I'm an optimist, and an optimist is a man who looks out on a dark night and sees a light where there is no light; the pessimist is the son-of-a-gun who blows out the light.

"I have read many works on salesmanship and ethics, but the best I have ever read is a book my mother gave me when I was 11 years old and was neglected by me for 35 years. Then I found 200 marked passages in it. Some people call it the Bible.

The eagle and the stork

"If you don't put a little individuality into your business; if you don't get a little bit of pleasure out of your work; if you don't get out and mingle with your fellowmen, your neighbors and their children, you'll grow stale and your business takes wings. If you want to amount to something as a business man forget the scramble for money. The eagle on the American dollar should be replaced by the stork. The eagle does nothing but scream; the stork delivers the goods.

"I once knew two farmers

who were neighbors. They were both large corn growers. One of them plodded along with never a kind word for his neighbor. He worked because it was that or starvation. When plowing time came he plowed up his faithful old ground, bought the cheapest grade of corn obtainable—it was all corn to this man—and sowed the seed. Cultivation of the young sprouts was a dreary job, necessary only because of that ever-present menace—starvation.

Best yield from best seed

"The other fellow was a wide-awake farmer. He loved his work. He didn't grow corn just for the paltry dollar. When it came time to till the soil on his place, well, he'd heard of fertilizer and he'd try it. Then there was the seed. Brains told him there was a difference in quality and the best yield could only be gained from the best seed.

"Cultivation with this fellow was art, and he enjoyed it. He was careful not to tread on or injure the young sprouts in any way. He watched them grow with pleasure and love. He had put real love into his work. The result was that this farmer reaped a big harvest while the other fellow just got along."

Witten doesn't preach his gospel or "love thy neighbor" on the outside and then forget it when it comes to business. When one enters his hardware store, one finds an atmosphere far different from that in the average place of business today. His clerks have been schooled in the spirit; as have his books.

Columbia

TRADE MARK

Cycles

Boycycle



BALL
BEARING

The World-Famous Line

"Boycycles" "Girlycles" "Pedi-Cycles"
"Pedi-Cars" "Cyclets" Etc.

Built Like Bicycles

Tubular Steel Bicycle Frames
Bicycle Enamel (Redient)
Finish
Tangent Bicycle Spokes
Ball-Bearing (Rat trap) Pedals
with Rubber Tread

1-inch Cushion Rubber Tires
Ball-Bearing Wheels
Bicycle Handle Bars
Heavy Rubber Grips
Bicycle Spring Saddle
Nickel-Plated Trimmings

Catalog and prices on request—please state name of your jobber.

STEINFELD, INC. Sole Distributors 116-120 W. 32d St., NEW YORK

Say you saw it in GOOD HARDWARE

keeper and the others down the line to the delivery boy. A prospective customer is met with a friendliness that is heartfelt. The farmers and the townfolks will all tell you that it is a pleasure to do business with Tom Witten.

The mail order houses

But it took a number of hard knocks before this merchant saw the light. One of the big problems that had faced the small town dealer in the last fifteen or twenty years has been the mail order house. "Tom" had it, and there wasn't anything that he could say of these catalog dealers that was mean enough. In fact his feelings even were extended to those persons living within the confines of his trade territory who bought from the catalog.

But that was years ago. Such tactics, he found, were injuring his business. Today, never a word of criticism of the catalog houses or those persons trading with them is heard from Witten or his employees. In fact, it is hardly necessary, for a big change has taken place in Trenton and its trade territory. Mail order houses are rarely mentioned. The catalog is missing from its former place in the living room of the homes replaced by the spirit of community love. The buyer has been educated to know that the life of the community rests on his shoulders, that patriotism begins at home and that it means loyalty to home, church and the community. And Tom Witten is the father of this new gospel.

You can't make profits until you sell goods

(CONTINUED FROM PAGE 41)

Install time-saving appliances. Speed up sales by using newspaper or direct advertising—or both.

Educate your sales force. Be sure they know the goods, and that they know how to deal with people.

Use attractive window and store displays. As much as possible, keep goods out in plain sight where customers who drop in to buy a bar of soap or a hammer will see other things.

On every line you carry, establish a stock limit which is no greater than that actually needed to take care of the demand. This prevents over-buying, keeps down capital investment, and helps turnover.

Wisconsin merchant extends credit

Esser & Schmidt, oldest hardware dealers in Hartford, Wis., adopted a plan whereby customers who paid cash for their merchandise effected a saving. Credit was extended as in the past. Those who asked for it were given 60 days of grace, after which their accounts were charged with 8 per cent. interest. Cash customers were given a discount of 4 per cent. Customers who had to have credit, but who paid their bills within 30 days, were allowed 2 per cent. discount, while after 60 days their bills would be net and would likewise draw interest.

Ice Cream a Year-Round Necessity

You Can Profitably Handle

ACME FREEZERS

12 Months in the Year

For in fall and winter, as well as summer, ice cream is the most delightful and wholesome of all desserts, and one of the easiest to make when the ACME FREEZER is used.

The ACME FREEZER has no gears or wheels to wear out, is low priced, space-saving, ice-saving and convenient.

If your summer ACME FREEZER stock is all sold out, order a fresh supply for the fall—and keep them out front.

Order through Your Jobber

RITTER CAN & SPECIALTY CO.

PHILADELPHIA, PA.

Factory Selling Agents: BEH & CO., 1140 Broadway, New York



2 Sizes Retailing at

2 qt. Heavy Tin	\$1.25
2 qt. Galvanized	\$1.50
4 qt. Heavy Tin	\$2.25
4 qt. Galvanized	\$2.50

Hunter brings a new kink to Perfect Town

(CONTINUED FROM PAGE 38)

that guy who was dipped in the Styx or something.

Next day I went round to inspect his store from awning to alley. He received me like I was a visiting prince and gave me the freedom of the palace. And I'm obliged to state that his store had me flat on the mat. There wasn't so much as a shingle nail out of its proper place, not a speck of dust anywhere in the building, nor a fleck of rust on any metal surface. He carried one of the completest stocks I've ever looked upon in a retail establishment, and it was displayed so it would sell. Customers were coming and going right along, and nobody went away without making a purchase large or small. The man's clerks were all paragons of courtesy and salesmanship.

ROBINSON took me to his sanctum, provided a perfect, and threw his books open before me. He was doing around \$50,000 a year, a big proportion of which was spot cash, and his overhead was comparatively small. He owned building, stock, and fixtures free from debt, and discounted every bill on the dot.

"Ho and hum," he sighed pudgily. "See anything that could be improved upon? No? I expected as much. The truth is, my boy, sometimes I actually

long for a problem to figure out. Things run so smooth with me that it gets monotonous. A live, red-blooded man likes to stretch his wings now and then if you'll pardon a mixed metaphor. But I've about decided that I'm doomed to a life of ease and unruffled success. If you could just suggest some little thing to rouse my interest—but you can't." He spoke with a lugubrious air of disappointment. "Alas, there's nothing new left to think of."

"Isn't there?" I muttered, "wonder—"

"NOT in my line. Of course I could jump into some other field—furniture, or undertaking, or auto accessories; but that would neither be ethical nor advisable. In Pleasant View we play the game squarely. I'm an artist in the purveying of metropolitan commodities. I couldn't bedraggle my art by putting in a stock of dishes and glassware, say any more than you could expect to see a great statesman like Daniel Webster demagoguing from a soap-box, or Rembrandt painting signs on the roofs of barns."

"But you would nab a chance to expand legitimately, is that it?" I said with sudden eagerness, a radiant idea sparkling in my head.

"Would I? I'd eat it, feathers and all," he declared.

I hurriedly shook his hand and left him.

To make positively sure that I wasn't jumping at conclusions

A More Profitable Investment than Merchandise

This "One Writing System" that—



SAVES

Time, Labor, Customers, Profits

ELIMINATES

Losses, Forgotten Charges, Ledger Posting and Statement Writing

ADDS to

Collections
Accuracy of Records
Customer Satisfaction and Your Income

McCASKEY SYSTEMS

Credit Systems
Cash Systems and
Complete Systems
which return from
100% to 1000%
on your money
every year.

"They save—collect—and earn"

The McCaskey Safe Register Credit Section that keeps accounts with 'One Writing' and gives Fire Protection, is combined with the McCaskey Cash Section which registers, lists and adds to give the merchant the most complete and saving system possible for his business.

YOU WANT TO SAVE

The average of 50c daily that goes into forgotten charges;
The few cents worth of time each day wasted in mental addition of totals and error making;
At least 25c a day thrown into adjustments on disputed accounts;
The 50c and more a day which it costs you to try to keep your books posted and balanced;

Innumerable other losses and wastes which can be stopped to the extent of adding to your income, increasing your collections and sales and completing your record knowledge of the business.

You can make such a saving with the use of the McCaskey System for your business; you can obtain these advantages either in handling your credit business, your cash business or both through the McCaskey Complete System equipment. The system is a better investment than merchandise. You can afford to buy less, next time, and install a McCaskey. It will place money in your pocket!

Ask About the Cash System that Adds

Find Out How the Business Recorder Keeps Every Total

Send the coupon to-day! It will not obligate you! It can tell you about the safest investment you can make for your business success.

Mail to

**THE McCASKEY
REGISTER COMPANY**
Alliance, Ohio

.....

Name

St. and No.

City and State

Credit or Cash Business

Number of Accounts

I spent an hour in snooping around the town, up one street and down another. This tour of inspection satisfied me I was on the right track. Pleasant View was virgin territory. Then I turned my speed-bug's nose toward the open highways and hit the pike for Kansas City, some seventy and odd miles away.

It took me two whole days to accomplish what another guy with a low-speed thinking outfit might have pulied off in a week. I had to get the important rudiments of a science to begin with, and then establish certain commercial relations which later promised to bring pecuniary rewards. I may be mad in spots, but I don't lose sight of main chances in my excess of enthusiasm. After which, I loaded up an array of boxes and bundles and instigated a fast-moving dust cloud over the hills to Pleasant View.

ARRIVING in Spotless Town in the middle of the night, I stabled my steed, repaired to the Ritz-let, and slept soundly for six hours. Awoke refreshed, breakfasted. Then, bathed, barbered, and beaming, I bobbed in on friend Robinson. He was affability in full bloom. He didn't wait for me to say it was a nice day.

"Ha, look who's here!" he effused. "I'd just about decided that you were gone from Pleasant View for good and all. Glad to see you. Today's the day our local Chamber of Commerce has its regular weekly luncheon and

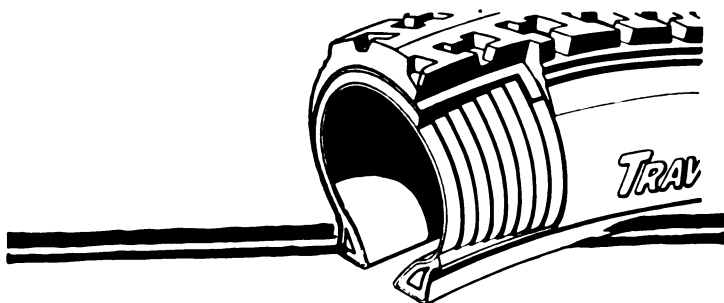
love feast. I want you to be there as my guest. It'll be an eye-opener for you to see how we pull together in our town."

"I'll be superjoyed, I'm sure," I told him. "When and where is it celebrated?"

"TWELVE o'clock sharp, at the Hickman House. In the banquet hall."

The Hickman House was the name in common usage thereabouts for the near-Ritz where I was stopping. In a twinkling I had an inspiration. I deferred telling Robinson what I'd really come to discuss with him. Instead, I talked volubly about nothing in particular for ten minutes and then beat it over to the hotel. Mine host and I were already on excellent terms. It was easy to get on a hobnobbing basis with anybody in Pleasant View.

I took the hotel proprietor into intimate confidence and told him what I had up my sleeve. He was as tickled as a kid with a red wagon. We shucked our more or less genteel attire, donned borrowed overalls and proceeded to get into action. Part of our work entailed climbing out on the roof. By dint of strength and awkwardness, combined with zeal and perseverance, we got everything done we'd set out to do with an hour to spare before noon. We tested out the work and found it all squeegee. My co-conspirator was pleased as Punch. He said that Pleasant View took pride in the fact that



You Can DO Business on a "Show-Me!" Basis

Showing the motorist beforehand where Traveler Tire value actually is in the tire—as the Prove-It Section, depicted above, does show him—is just the difference between getting by in selling tires and GOING THROUGH.

Any dealer's word is pretty good with car owners; and tires can be sold on the dealer's say-so for that very reason. But SHOWING the buyer beats TELLING him. Incidentally, showing him tangible tire-excess-value puts the making good up to the tire-maker, where it belongs! Telling him cheery tales leaves you wide open, doesn't it?

So because Traveler Tires show the motorist beforehand where he gets 21 per cent. MORE new live rubber, 47 per cent. more certainty of tread life, and five other plus-values----

Dealers do business on these tires in the one way that's sure enough sound. "Show me!" is the call this factory works day and night answering successfully. Can YOU be shown?

Asking questions is no risk!

**TRAVELER RUBBER
COMPANY**

Bethlehem, Pennsylvania

TRAVEL ON
**TRAVELER
TIRES**

it was a cool day when anybody put anything over on her, but we'd done it.

I dolled up in my best rags and filed in with the crowd to attend the Business Men's luncheon. It was a gala occasion, all right. Those Pleasant Viewers were mighty proud of themselves and their organization. Self-satisfied was written all over 'em. The eating began as the clock tinkled twelve strokes. Robinson was right when he said it was a love feast. Representatives of all the businesses and professions were there, all cooing with cooperative spirit. They congratulated themselves and each other. No clouds were on the horizon, and the gentle zephyrs were blowing fragrant and fair, to hear them tell it. Pleasant View had just about attained perfection. Up-to-the-ultimate-split-second was her watchword. Foremost in the procession of progress, that was their ticket. And more along the same line. They said it with flowers.

THEN they called on me for a speech. Invited me to unbend the silvery tongue and loosen the flood gates. I could see that it was in effect a double dare to me to stand up and offer 'em the slightest suggestion for improvement in their system of doing things. They figured that they had me stumped.

I came up smiling.

"Mr. Chairman and gentlemen of Perfect Town," I said and went on to pay a glowing tribute to their incomparable

community amid salvos of complacent applause. "I've rattled up and down and over and across this wondrous land of the free for some time," I continued at length, "looking for the ideal town, and Pleasant View comes nearest to the mark."

"Encore! Encore!" they thundered.

IN the world of finite things." I resumed, "you appear to have reached the high goal. The only thing left is the realm of the infinite. When you get into that I imagine you'll find that you've just started."

"Hear! Hear!" they shouted derisively. "What would you suggest? Mention one little thing that's lacking."

"A word occurs to me," I resumed pleasantly. "One word spelled with five letters, but it encompasses the vastness of endless space and the mystic possibilities of the Great Unknown. It is something I suspect, gentlemen, you have as yet failed to grasp in its significance. It would revolutionize your delightful community. It is the very newest thing under the sun. The world is agog over it. I am happy to say that I come prepared to give you a practical demonstration of it, now, at this precise moment. The latest wonder of science—which is called Radio."

You could have heard the disembodied ghost of a pin drop. That bunch of birds was simply flabbergasted into speechlessness. I whisked aside a screen we'd set up in one corner of the

SPECIALTIES CONSTANTLY DISPLAYED INCREASE SALES

Specialties such as Domes of Silence are more frequently bought when kept in plain view on your counters.

Your customers pick out what they need so that selling is easier, much less of your clerks' time taken and your profits increase.

The Domes of Silence Display Cabinet is compact and sightly. Kept upon your counter it will attract trade.

DOMES OF SILENCE

are made in six sizes: $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ " and the extra large $1\frac{1}{8}$ ", and are packed in two styles, assorted or straight sizes.

Assortment D-19 (as illustrated)

Costs You \$3.00—Retails for \$4.80

contains 1 dozen sets each $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ " and $\frac{7}{8}$ " sizes ($\frac{1}{2}$ gross sets).

Straight sizes are packed $\frac{1}{4}$ gross sets of one size in a display box for \$9.00 per gross sets, except the $1\frac{1}{8}$ " size, which is \$13.50.

Order by sizes, or if small assortment is desired, order Assortment D-19.

ORDER FROM YOUR
JOBBER TODAY

Advertising Cuts Furnished Free
Send for proof sheet

DOMES of SILENCE Division

Henry W. Peabody & Co.

17 State Street
NEW YORK CITY



H-91

Say you saw it in GOOD HARDWARE



**There's a real
reason why**

The

B. F. GOODRICH CO.

uses I. C. U. Polishes. It's because they make good. That's why it will pay you to push I. C. U. Customers come back again and again, for the quality is always the same. If you're not handling I. C. U. Profit Makers, you are letting good sales get away from you.

Send for Sample Can

and I. C. U. "family album" showing all our quick turn-over members. New cars are coming out with more nickel than ever before. Get that business with I. C. U. and you will HOLD it.

THE LIVINGSTON CO.

Dix. G.
New Haven, Conn.



big room and revealed a black box with amplifier in place and everything set.

"The broadcasting station at Kansas City sends a regular program daily between the hours of twelve noon and one o'clock," I explained. "Gentlemen, please lend your ears."

Well, it was a knockout, all right. The marvel of it was that a bright and intelligent gang like that had overlooked such a bet all along. They'd been so busy tossing posies at themselves that they'd neglected an opportunity.

I managed to get a word with my man Robinson.

"Ahem!" I said expectantly. "Would you be interested in putting in a complete line of radio supplies on the strength of the demand which will sweep this community like a prairie fire before you're many days older? Or would your sense of art suffer at the idea? If you want to get in on it, I'm at your service, on a commission basis—"

"Ho and hum," he sighed. "Hunter, you win this pot, and it's your deal. We better hustle over to my place and commence to get action right away sonny. This is the biggest proposition that has hit Pleasant View in a long time."

It was—exactly that.

THE FLIRT

The policeman made frantic signs to the driver of the car, and when the latter slowed down he walked up to the driver, a young girl.

"Didn't you see me wave to you?" he said.

"Yes, I did," she answered. "And if George had been here he'd have punched your head."

McKAY TIRE CHAINS



McK

The Better Black Chains
in the Red Band Bag



Sell chains the year 'round

Sell tire chains the year 'round! Why not? There's mud the year 'round—slippery pavements, too.

Sell McKay Tire Chains because they're the kind the motorist never hesitates to put on when there's a "chain road" ahead. McKay Chains, with their new and improved fastener, are remarkably easy to put on and take off.

What's more, the motor truck or car owner knows that, once on, his McKays can be relied upon to carry him *through* safely and surely. That's because McKay Chains are better chains—stronger chains. Treated by a special manufacturing process, they're made not only hard like

ordinary chains but *tough* as well—so that they stand the unusual shocks and strains.

The keenest and most aggressive dealer in your community is going to capitalize on this demand for better chains. Will you be that dealer? Why not? Send your order to your regular jobber or write us for the names of McKay jobbers in your territory.

The McKay Line is a complete tire chain line. Every McKay Tire Chain buyer is a live prospect for (1) McKay Shurout Chains, the improved emergency chains designed to get cars and trucks out of the worst kind of mud or sand; (2) the McKay Ready Repair Link—the handy little accessory that makes possible instant repair of broken chains—on the road; (3) McKay super-quality cross chains—the cross chains that last for miles and miles.

Write today for the McKay Proposition Book. It tells how we are using full page advertising every month in the Saturday Evening Post, Country Gentleman and various trade papers to help you build a year 'round tire chain business.

UNITED STATES CHAIN & FORGING COMPANY
Union Arcade, Pittsburgh, Pa.

Makers of Complete Lines of Chains for All Commercial and Industrial Purposes
Plants: York and McKee's Rocks, Pa.; Columbus and Marietta, Ohio; Huntington, W. Va.

Say you saw it in GOOD HARDWARE

Letting buyer try it sells tractors

A tractor is one of the best salesmen employed by the Hamp Williams Hardware Store of Hot Springs, Ark. In the implement house a small tractor is hooked up to a circular saw and a feed grinder. Every Saturday farmers around Hot Springs are invited to come to the store and saw up a load of wood or grind a quantity of grain. The store supplies the tractor and the power free, but it insists on the farmer operating the machinery.

That little scheme has brought Williams a lot of tractor business. The farmer who saws up a load of wood or grinds some feed, discovers how well the

tractor does the job and how easily it is handled. He sells himself on its usefulness and figures how he could use one on his own farm.

The Williams store lets the farmer think it over for a few days and work up a desire to own a tractor before it attempts to sell. Then a salesman calls on him. He doesn't have to explain the value of the machine or tell him how he can use it. The salesman's job is to sell the prospect on the economy of owning a tractor and to show him that he can afford to make the purchase.

The plan has been very successful for the Williams Store and it is getting tractor business during a time when such implements in many localities are not moving at all, even at the present much lower prices.

Why the windows should be enclosed

(CONTINUED FROM PAGE 29)

are two ways to do the work. One way is not expensive and the other way will cost quite a lot of money.

The latter case is where the window and the store front are completely rebuilt. Inlaid floors and high-priced panelling are put in, and copper trim and mouldings are used outside.

This is undoubtedly the most satisfactory method in many respects, but there are often times when it is not possible or advisable to make such extensive alterations. Building codes and obstinate landlords sometimes are obstacles. Then there is always the question of the long

loss of the use of the display window during a busy season.

So it is well to know that, without disturbing the present front, it is possible to enclose a show window in a very satisfactory way. The back of the window is built up and a ceiling run across to meet the rail or moulding that usually divides a show window glass at the most suitable height. If there is no rail, or if it is not properly located, the window ceiling can be suspended at the front edge by rods hung from the ceiling of the store. (See Figure I.)

If there is not sufficient space between the window ceiling and that of the store itself to let in plenty of light, the window background can be constructed

(CONTINUED ON PAGE 30)



Why a woman shops

SHE likes to see what she buys. And there never was an article which so completely tells its own story and sells itself as the Florence Oil Cook Stove.

Dealers everywhere are letting the Florence sell itself by having one filled with oil ready for demonstration.

The customer may light it—turn it up and down or put it to any test to con-

vince herself that it is just what she wants.

Our advertising is telling her about this privilege and it is bringing business to dealers.

*More Heat
Less Care*



Note how the heat reaches up and is directed close up under the cooking by the powerful 12-inch burner.

The Florence Portable Oven is used for oil and gas stoves. It is in demand because of its exclusive features, which insure better baking.

Write for prices, terms, and advertising portfolio.

CENTRAL OIL & GAS STOVE COMPANY

369 School St., Gardner, Mass.

Makers also of Florence Tank Water Heaters and Florence Oil Heaters

FLORENCE

Oil Stoves & Ranges



RED SEAL BATTERIES

A Double Chance for you

*The Biggest Drive Ever
Launched to help you
sell Dry Batteries*



**This is the 1st Prize—
\$725.00 Radio Receiving Set**

This cabinet type Colin B. Kennedy Radio Receiving Set is complete in every detail from a self contained high grade loud speaker to "B" Batteries—all connected up—ready to "listen in." The walnut cabinet stands 58 inches high—a masterpiece of cabinet making. Effective range 175 to 25,000 meters—400 to 600 miles on "broadcasting." Installed free in the home of the winner anywhere in the U. S.

NOTE:

The Radio Receiving Sets offered as prizes will be installed free in the homes of the winners anywhere in the U. S. The same series of prizes described will be awarded to winner in each contest. Really, Two Big Contests in One.

HERE'S your opportunity to make your store headquarters for one of the most successful contests ever devised. The country is radio wild! And this test has been timed to hit the peak at the very peak of the radio season—November 1st. The stage is all set to make your store "Contest Headquarters." The Red Seal Battery Contest ties in with the great interest in radio and directs the public to your store.

A Contest That's Different

Unlike most contests where the dealer does all the work, and the public gets all the prizes, the Double-Hit Red Seal Battery Contest offers the dealer two ways to win a prize.

1. Contest for dealers only

You can enter the Red Seal Battery "Best Window Display Contest," open only to dealers like yourself.

2. Contest for the public in general

You can enter the Red Seal Battery "Finish-the-Sentence" Contest open to everybody.

Contest Starts Now



CONTEST-**Nov. 1st-Nov. 15th**

Win This \$725.00 Radio Set



**Just the Contest and
You are Bound to Boost
It**

Enter both Contests. Double your
chances of winning one of the complete
sets of Receiving Sets described in this
advertisement.

The big smashing four color Dealer
display gives you complete rules of
the Contests. To enter the "Best
Radio Display" Contest for dealers
you do is to submit a photograph
of your window after you have set up
the Red Seal Battery Contest Free
radio display.

The Red Seal Battery Contest is built
up as a handsome six color window display
comes complete, ready for you to put in
your window Nov. 1st. The display is a
complete unit that simply stands like an easel
in your window.

The Public Must Come to You

You, Mr. Dealer, are the "neck of the
road" in this campaign. The public will be
led to you to get entry blanks to enter the
contest. The window display identifies you
as "Contest Headquarters." Intensive national
advertising will direct the public to dealer's
displaying the Red Seal Battery window display.

Get behind the Red Seal Contest!
Sign and mail the red coupon
and a complete package of Contest
material will be forwarded to you, prepaid.
Delay—get aboard—act NOW.

Contest Closes Nov. 15

These are the 52 other Prizes

2nd Prize

Complete Radio Receiving Set consisting of the Westinghouse R. C. Receiving Set, Western Electric Loud Speaker complete, Tungar Battery Charger, Storage Battery, 9 "B" Batteries, one Manhattan 2,000 ohm Headset, 3 Vacuum tubes, 2 Fifth Plugs, and complete antenna equipment—value \$408.50.



3rd Prize

Complete receiving outfit made up of the Grebe CR No. 9 Regenerative Receiver and 2 stage amplifier, Magnavox Loud Speaker, Storage Battery, "Homecharger" Battery Charger, "B" Batteries, one Manhattan 2,000 ohm Headset, 3 vacuum tubes, 2 telephone plugs and complete antenna equipment—a total value of \$256.50.



50 Other Prizes

To 50 other contestants whose answers the judges decide are meritorious, will be given one of the famous Manhattan 2,000 ohm Radio Headsets. These Headsets are built with the precision of a watch and have great sensitiveness and high amplifying qualities.



What the Contest Is

The Red Seal Battery Contest is a simple contest that any man, woman or child can enter and have an equal chance to win one of the 53 prizes.

To enter the contest it is only necessary to complete the following sentence in not more than ten words.

"The Red Seal Battery is best 1. because it is the AN-Purpose Battery and 2. because..."

Judges

The judges of the Contest are: Mr. Llew Soule, Editor of "Hardware Age," New York; Mr. Howard A. Lewis, Manager of "Electrical Merchandising," New York, and Mr. Joseph A. Richards, President, Joseph Richards Co., Inc., Advertising Agents, New York.

Address all inquiries to

RED SEAL BATTERY CONTEST

Manhattan Electrical Supply Co., Inc.
17 Park Place, New York, N. Y.

Send this coupon

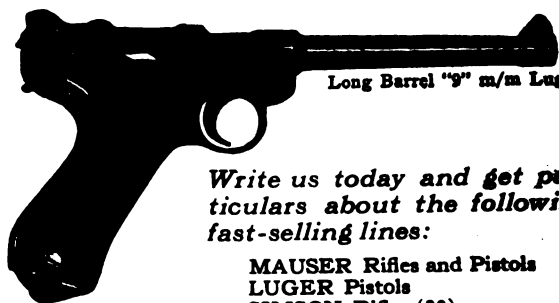
Red Seal Battery Contest
Manhattan Elec. Supply Co., Inc.
17 Park Place, New York

Count on in on the Contest Send complete
package of Contest material prepaid to

Name _____
Address _____
City _____ State _____
My Jobber's Name _____

MAUSER

Pistols &

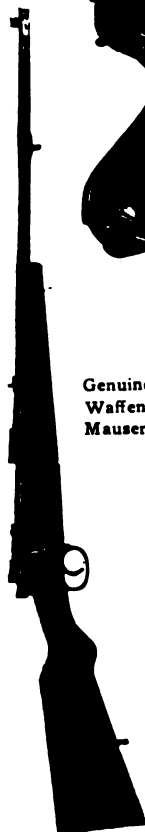


Long Barrel "9" m/m Luger

Write us today and get particulars about the following fast-selling lines:

MAUSER Rifles and Pistols
 LUGER Pistols
 SIMSON Rifles (22)
 Imported Revolvers
 Shot Gun Shells
 Holsters
 Ammunition
 "STOEGEROL" (Gun Lubricant and Solvent)
 Field Glasses
 Drawing Instruments
 Optical Goods
 Compasses
 Hunting Knives
 Shell Belts

Genuine
 Waffenfabrik
 Mauser 30-'06



Luger and Mauser Firearms are known throught the world. All you have to do is to let folks know you handle these popular lines of rifles and pistols and they'll sell rapidly.



Mauser

& LUGER Rifles

Simson "22"
Precision Rifle

Mauser Combination
Pistol and Carbine



This is the MAUSER
"25" Vest Pocket Pis-
tol. A new and impor-
tant addition to this
well-known line.

You can't afford
to neglect the
profitable field
offered by Mau-
ser Sales.

We carry a full line of Mauser and Luger Re-
pair parts always in stock. This feature will
prove the utmost importance in helping you
sell Mauser and Luger firearms.

A Genuine Luger



If you don't know the Luger
line write us and we will give
you some interesting facts
about it.



A.F. STOEGER

608 West 49th St., New York
Sole Authorized Importer for U. S. and Canada

(CONTINUED FROM PAGE 74)

with frosted, florentine or chipped glass in the upper part. Do not use plain glass or much of the value of the background is lost. The glass should begin at a point about four feet above the window floor level, assuming that this level is from 24 to 30 inches above the sidewalk.

Dark oak for floors

The most suitable floor for a show window is oak, stained rather dark and varnished. It should not be too dark, however, or it will show dust too easily. Expensive inlaid wood flooring is not particularly necessary in a hardware store window, as most of the floor is usually covered by the display.

The ceiling of the window is usually panelled. It must be sufficiently strengthened from above to prevent sagging or buckling. Care should also be taken in constructing it to make it as dust-proof as possible. Otherwise, after the dust has accumulated on the ceiling (and how rapidly it seems to collect there), it will be constantly sifting upon the display below.

A sufficient number of 75 or 100 watt lights should be placed around the outer edge of the window ceiling. In order to get the best results in this important part of the display window, the work should be done by a competent electrician. It may be desirable to write to manufacturers of lighting equipment. These people maintain service bureaus and will gladly give you suggestions that will help.

The arrangement shown in Figure II may be a little more expensive to install than simply to suspend the lights from the ceiling, but it permits you to change burned-out bulbs from above without entering the window. The shades should set loosely on felt or rubber in the groove around the edge of the holes in the window ceiling, or vibration and the expansion and contraction of the shades will break them. A disadvantage of this arrangement is that it is not entirely dustproof. A painted or cloth valance is necessary to conceal the lights from the street.

The material of the background panels is determined largely by the finish that is put on it. If a rich oak or mahogany finish is desired, it will be best to have veneered panels of this wood for constructing the background. If, however, the background is to be simply painted, ordinary wallboard can be used.

Have door in centre

The door leading into the show window should be about in the middle of the background. Do not make the door too small. It is better to make it too big. Consider the merchandise that will be displayed in the window. If it includes such things as washing machines, stoves, fireless cookers, refrigerators or large machinery, two swinging doors each two feet wide are most suitable. If the shape of the window permits a separate display being made in the end

A Pistol-Grip Hack Saw Frame

TO RETAIL AT

\$1.00 EACH

Nickel Plated Adjustable

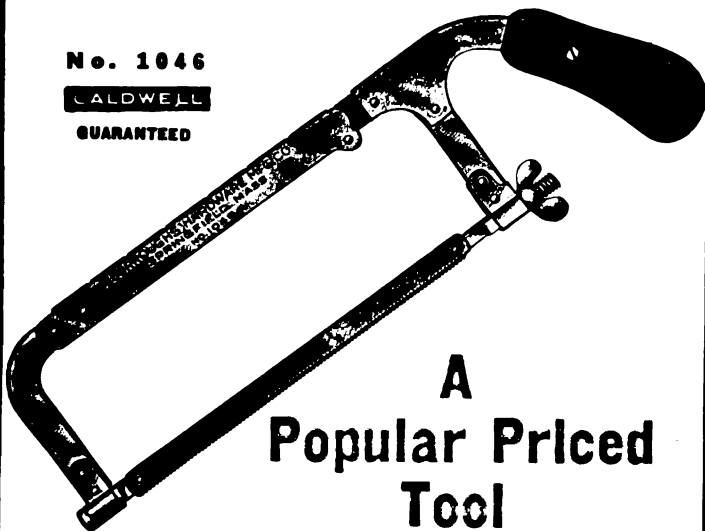
FOR BLADES 8' to 12'

*The
Lowest Priced
Pistol-Grip
Hack Saw
Frame Manu-
factured.*

No. 1046

CALDWELL

GUARANTEED



A Popular Priced Tool

For Mechanics, Autoists, Plumbers,
Electricians, Household Use

A FAST SELLER

Write For Circular and Prices

BURROUGHS HARDWARE MFG. CO.
53 PARK PLACE, N.Y. WORKS: SPRINGFIELD, MASS.

Say you saw it in GOOD HARDWARE

toward the vestibule, it is advisable to have a separate door at that end. This will save crawling through the main window display to change the vestibule trim.

No matter what finish is used on the woodwork of the show window, it must be remembered that a light color is much more satisfactory than a dark one. A window finished in light tones costs much less to illuminate satisfactorily at night and during the day it shows up the merchandise to better advantage. Dark backgrounds make mirrors of the window glass, so that outside objects are clearly reflected.

Light gray harmonizes easily

If a painted background is used, be sure that a suitable color is chosen. Light gray has been proved to harmonize most easily with all colors and for this reason is very popular for display window backgrounds. It will not clash with merchandise of any color. Many large department stores have replaced their expensive mahogany, oak or walnut window backgrounds with simple panels painted some neutral tone. Blue-gray, gray-green, putty color and numerous other similar tints are being used.

It may be asked whether a movable hinged panel screen cannot be used instead of an enclosed window. Such screens have numerous advantages. For instance, they can be moved forward in the window to make it appear shallower, thus permit-

ting a display to be made using less merchandise of small size.

However, while they will give practically the same background effect (when they are of a good size), they do not give the protection to the merchandise that the enclosed window does. The open-back window is always dusty and in the winter the glass frosts up easily. The enclosed type of display window keeps the temperature even and largely eliminates frosting. However, there is no reason why screens can not be used to advantage in enclosed windows when special effects are desired.

Your window is an investment

Every progressive hardware merchant will admit that good window displays are a necessity. But many have neglected to remodel their show windows because they have not realized how important it is that the window display be placed in a proper setting. Many also have put off doing the work, because they feared the expense.

If your display windows need to be remodelled, these suggestions should be of interest to you. Profit by the experience of hundreds of successful merchants and enclose your show windows. It will enable your displays to give their best service, making the greatest possible number of sales without distracting interruptions. They will give you a splendid return on the necessary investment.

It's a good job for some of those who ask for justice that they don't get it.

No. 4— A MONEY MAKER!

You can now buy the No. 4 display board mounted with six pliers, *alone*—the same selection of pliers, only in smaller numbers, that has made the No. 4 assortment such a big success. Mounted with six pliers, No. 4 display board alone sells at \$11.82 (F.O.B. Chicago) through your jobber. Usual resale price, \$16.30 (F.O.B. Chicago).

The complete No. 4 assortment, three each of the six most popular selling pliers of the Klein line, a 2-color No. 4 display board, enameled blue steel sign, bronzite and 2-color counter and wall displays, decalcomania transfers, window displays and counter booklets.

Sells at only \$35.00 (F.O.B. Chicago) through your jobber. Usual resale price, \$49.90 (F.O.B. Chicago).



Mathias KLEIN & Sons
Established 1857 Chicago, Ill. USA

This Convenient Counter Display

will sell

MORGAN BALL JOINTS



Price

\$16 PER BOX

Every motorist that comes into your store is interested in Morgan Ball Joints and this handy display box will surely attract his attention.

It contains an assortment of ball joints to fit every popular American-made car. Any of your salesmen can easily find any particular ball joint in a jiffy by consulting the chart attached and then referring to the compartment designated.

The Box Contains	90 Standard Ball Joints	Price 12c
	10 Straight Ball Joints	Price 12c
	10 Adjustable Ball Joints	Price 25c
	100 Assorted Nuts	Price 1½c

DEALERS Ask your jobber for special price on this assortment.

THE MORGAN MFG. CO., INC.
KEENE, N. H.



Luther "Hummer"



"Standard"
Line

95% of Your Customers Are Users of Edged Tools

That's a mighty conservative estimate, too. Figure it out for yourself—each day, every farmer, every mechanic, every housewife, uses some kind of edged tool, machinery, or implement that needs sharpening.

Keep a Luther Catalog handy and invite this profitable business.

Luther Tool Grinders are accepted everywhere among farmers and mechanics as standard. They have led the field for thirty years. Luther Grinders are manufactured by the oldest and largest makers of tool grinders in the world—they are the most extensively advertised and are stocked by every representative jobber in the country.

LUTHER HUMMER GRINDER

—will sharpen any or all farm tools and will do it from 8 to 10 times faster than the slow, back-breaking, grindstone. This is a one-man machine. Is very smooth, easy running and well balanced. Worm gear drive, dust proof, all metal, ball bearings. Head swivels either way, making it easy to handle any sharpening job.

LUTHER "STANDARD" LINE

A well built, low priced line of hand power grinders, suitable for general all around use in shop or garage. Helical gear and one, piece case.

Send for your copy now and get a leather cased pocket hone FREE

A genuine leather cased pocket Hone goes with every copy of our latest catalog—FREE. Send for yours now.

LUTHER GRINDER MFG. CO. (Dept. H4.)
Milwaukee, Wis.

Without any obligation to me, please send your latest catalog and facts on "How to Make More Tool Grinder Profits." Also the leather cased pocket hone FREE.

Firm Name.....

Address.....

P. O.....

Say you saw it in GOOD HARDWARE



Sales Boosting Contest **FREE** including one Premax Coaster

Send us your order for 6 or more Premax Coasters and we will give you one coaster **FREE**, plus everything you need to put on the big Premax Coaster Contest.

The free Coaster and any other prizes which you care to put up yourself are awarded to the boy or girl who brings the most sales

to your store for a period of 30 days or more.

**Will get all the kids in
your neighborhood
hustling for you**

As many as 200 children enter these contests. Sales increase from 40% to 100% during the time the contest is running.

The **PREMAX**

NIAGARA METAL STAMPING CORPORATION

Buy your saws at **GOOD HARDWARE**

Other Contests cost
\$300.00

You get this one FREE

Other contests offering prizes of coaster wagons, etc., cost \$300.00. You get this one FREE—and in addition, you get the profit on the 6 coasters which you will sell quickly.

The Premax Coaster

The Premax Coaster itself is the best looking and strongest coaster wagon on the market—everything is steel except the box—16 hard steel roller bearings in every wheel.

Remember the contest is worth many times the price of the Six Premax Coasters you buy to get it. Send your order in now on the coupon.



No.	Size of Box (outside)	Net Price	
		Steel tire	Rubber tire
2	14x34 in.	\$6.50	\$6.75
3	16x38 in.	7.00	7.25
4	18x40 in.	7.50	7.75

COASTER

NIAGARA FALLS, N. Y.

A Few Other Fast Selling Items of

THE
PREMAX
LINE

"HANDY 8" Wrench Set

8 nickel plated wrenches 5/16"-3/4" attached to key ring. Sells for 50c. Packed in attractive counter display box.



DODSON HAME STRAP



The only flat link metal hame strap. Combines the strength of steel with the flexibility of leather. Packed in attractive counter display box.

HOUSE NUMBERS

Eight sizes, nine finishes. Ask for special offer on 3" aluminum numbers



Niagara
Metal
Stamping
Corporation
Niagara Falls, N. Y.

Gentlemen:

Send me 6 Premax Coasters as follows and one No. 3 coaster with Premax Coaster Contest material FREE. I agree to conduct contest as outlined.

State Quantity State whether steel or rubber tire

No. 1.....
No. 2.....
No. 3.....

Name

Address

Name of Jobber.....

Say you saw it in GOOD HARDWARE



Real

Get in on This Special for the Fall Roaster Demand

Thousands of roasters will be sold this Fall and a very large percentage of them will be of the highest grade. It will pay every jobber and dealer to investigate the special offer on the oval roasters illustrated on the opposite page.

This Buckeye roaster can not be beaten for value. It's the heaviest gauge aluminum oval roaster on the market—"Real Solid" Quality right through and the most distinctive and practical in design. The finish is also unexcelled.

Three popular sizes to fit the largest turkey or smallest bird. It's a roaster the women folk will want at sight—that's sure, and as a profit producer—well, write for the Special Offer and judge for yourself. Do it now.

The Buckeye Aluminum Company

*Manufacturers of "Real Solid"
Aluminum Ware*

Wooster, Ohio

Offices and Display Rooms at
1960 Transportation Building, Chicago, Illinois.
19 West 23rd Street, New York City.
19 North 7th Street, Philadelphia, Pa.
100 North 5th Street, Portland, Oregon.



Say you saw it in **GOOD HARDWARE**

Solid



**996—7½x13x7 in. Outside
7x12x6¼ in. Inside**

***Heavy Gauge—
Greater Durability***



**997—9½x15x7½ in.
Outside
9x14x7 in. Inside**



***Note the flare edge
on Cover***

**998—12x18x8¼
in. Outside
11¼x17x7¾ in.
Inside**

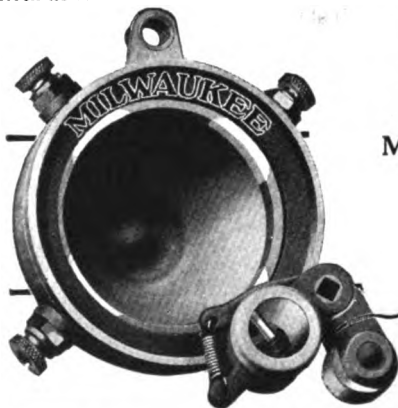


Four Order-Hounds



Get Timer-Wise!

Concentrate on the best-known timer —because it's *easiest to sell!* Your trade knows the Milwaukee. Why waste time "explaining" some timer they never heard of? Milwaukee Timer advertising is working for you all the time. Hook up to it! How's your Milwaukee stock now?



and the Timer - Wise Dealer

O.H. No. 1: "I sell the famous Pink Moon Timer. What can I put you down for?"

T.W. Dealer: "Put me down for a dumb-bell. I bought some of 'em last Spring. Can't give 'em away."

O.H. No. 2: "Lemme show you the Not-a-Miss Timer. It's going to sweep the country."

T.W. Dealer: "Let 'er sweep. The only dust I'm after is gold dust."

O.H. No. 3: "We're pushing our Tincos Timer. Wait till you see our advertising."

T.W. Dealer: "All right —I'll wait. Goo' bye!"

Then Salesman No. 4 came in, representing a good Jobbing House. The Timer-Wise Dealer re-ordered *Milwaukee Timers*, gave No. 4 a Good Cigar, and went back behind the counter again, to his quick Turn-overs and Satisfied Customers.

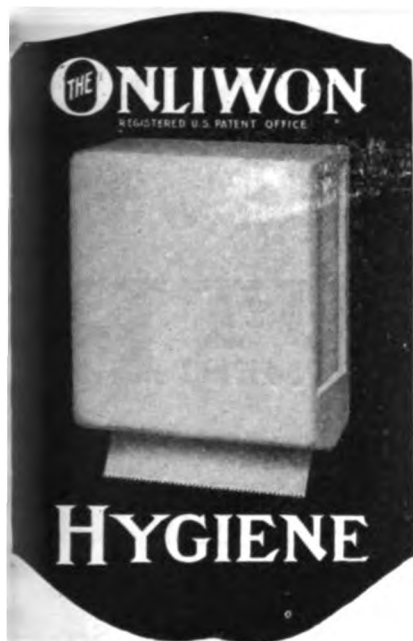
Milwaukee Motor Products, Inc.
Milwaukee, Wisconsin

Attractive Steel
Display Stand sent
free, postpaid, on re-
quest. Write for
yours.

\$2.00 at auto
supply and
hardware stores
and garages

MILWAUKEE TIMER *for* FORDS

Say you saw it in GOOD HARDWARE



Why ONLIWON Sells Readily in September

Fall renovating after the vacation brings to the housekeeper renewed interest in home equipment. That is why it will pay you to display the attractive porcelain Onliwon Cabinet for toilet paper, which matches the tile and porcelain of fine bathrooms and therefore appeals to the homekeeper.

The ONLIWON Cabinet not only improves the appearance of the bathroom but it protects the fine, soft toilet tissue from dust and delivers it automatically *just two sheets at a time.*

Send us this time-saving coupon
A.P.W. PAPER CO., Department B, Albany, N. Y.
Gentlemen: Please send me price information about
ONLIWON SPECIAL OFFER
Name
Address

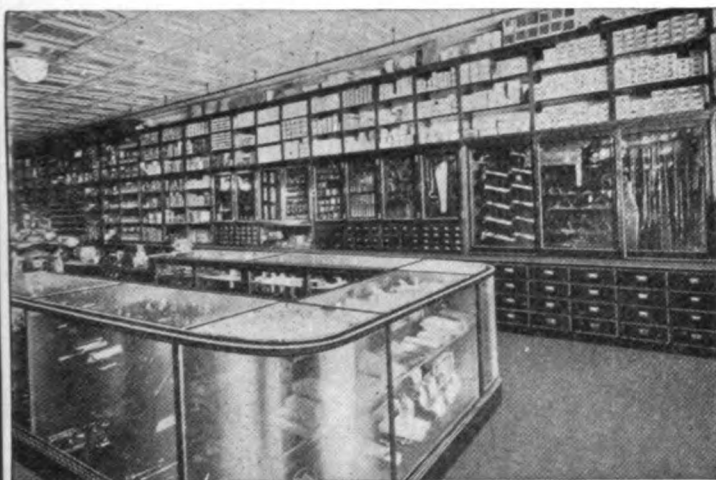
Say you saw it in GOOD HARDWARE

Meet Mail-Order Competition with **DULUTH** STORE EQUIPMENT

You can display the goods in your store better and more attractively than any mail-order competitor can possibly display similar goods in a catalogue.

The "DULUTH" Unit System of Sectional Store Furniture—the correct combination of Show Cases, Display Cabinets, Shelving, Drawers and Bins—will positively outsell the best mail-order catalogue ever printed. It has more visual display appeal than the printed page, plus the living personality of your clerk or salesman.

You can equip your store with "DULUTH" salesmaking equipment by a surprisingly small initial investment. Start, if necessary, with a single unit consisting, say, of Base and Display Cabinet for tools. This will earn the cost of the next unit, exactly matching it, which can be added when you are ready.



DULUTH

STORE EQUIPMENT

always means QUALITY. Its excellence shows in fine materials, substantial construction and attractive design and finish.

Send us a rough sketch showing ground-plan and dimensions of your store and get our suggestions, without cost or obligation to yourself. Please write us NOW, for you owe it to yourself to investigate the service we can give you.

DULUTH SHOW CASE CO.,
4948 WADENA STREET
DULUTH, MINN.

MANILA
SISAL
WIRE
MARLINE-
COVERED

ROPE

A J A C O

IS KNOWN BY

SERVICE OF THE PRODUCT
AND
OF THE ORGANIZATION

**ROPE WITH A
REPUTATION**

Made by



Reg. U. S. Pat. Off.

ORDER FROM YOUR JOBBER

If Your Jobber Does Not Handle,
Write Direct

QUALITY KNOWS NO COMPETITOR

Say you saw it in GOOD HARDWARE



This Can Will Sell Goods for You

Heekin Cans are strong, husky cans. They are beautifully lithographed in colors.

With your name and address lithographed on the labels, every can you sell becomes a permanent advertisement for your store—a constant reminder in your customers' kitchens of the goods you sell. Such a reminder will send your customers back to you time and time again.

And your customers need these cans. Every woman should have several of them in which to keep her flour, rice, sugar and other foodstuffs. Farmers need them for their rendered lard and sorghum.

Heekin Cans, in the popular 50-pound size, are quick sellers. Your profit per can is good. Colors are red, blue, yellow, green and gold. Labels in black—or one extra color on labels if preferred.

You can order as low as three dozen cans—in assorted colors if desired—with your name and address lithographed on the labels. Write for descriptive booklet and free sample can today.

THE HEEKIN CAN CO.

6th, New and
Culvert Sts.



Cincinnati,
Ohio

HEEKIN CANS



"HERE'S A REAL PROFIT MAKER"

OIL pays a generous profit, but filling stations sell only a fraction of what they should.

Why? Because motorists are not reminded of oil when they buy gas—because filling a quart or half-gallon measure and carrying it out to the

machine, slopping over and wasting oil, is slow, inefficient and wasteful.

You can multiply your oil sales, increase your profits and attract new trade by serving oil from an

American Visible Lubricating Outfit

Run this three compartment portable outfit alongside your gas pump and it will remind every motorist of his oil supply.

He will recognize the convenience of getting his choice of light, medium or heavy oil—he will see the oil in the glass containers at top of pumps and he will not only buy when his needs are immediate, but will often forestall those needs and buy because of the quick and convenient service secured.

The pump forces oil into the measure—there is no waiting on grumpy flow, which, with heavy oils and in cold weather, is very slow, and so dripping from spout. The action of the pump is easy, positive, quick.

Outfits are made in one, two and three compartments.

Write us for prices and information. Install now an American Visible Lubricating Outfit and secure the increased trade and profits it will surely bring you.

The American Oil Pump & Tank Company
1151 FINDLAY ST., CINCINNATI, OHIO

To Boost Your Lock Washer Sales



The original lock washer assortments in the handy screw-cap cartons proved a big success when first introduced. Users of lock washers in small quantities appreciated the advantage of being able to buy first grade standardized material in these convenient packages, and retail lock washer sales received a big impetus.

Then the cut-price imitators began to copy the packages.

Cartons identical in appearance were filled with worthless washers and offered at ridiculous prices.

The trade and public alike were deceived, and the genuine assortments which filled a real need and were a legitimate

source of profit for dealers, received a severe setback. This is the condition which the lock washer manufacturers of this country are seeking to rectify with the new S. A. E. Standard Lock Washer Assortments now announced to the trade for the first time.

The Society of Automotive Engineers is the most authoritative engineering body in the world and the lock washers which form the contents of the new assortments are guaranteed to conform to the S.A.E. specifications in every respect. Therein lies their value.

Each carton contains a definite quantity of lock washers of the highest quality assorted in seven S.A.E. standard sizes, and when a lock washer user

buys a genuine S.A.E. Standard Lock Washer Assortment he is assured that every lock washer will be usable—no seconds, odd sizes, or rusty material.

Any lock washer manufacturer, whether a member of the Association or not, can put up and sell these assortments provided the contents conform to the S.A.E. standards as stated on the label. The idea is to protect you and your customer and to discourage the merchandising of worthless material at the expense of a standard article. Order some of these new assortments from your jobber now, place them on display, and see how quickly they will sell.

Association of Lock Washer Manufacturers

116-120 West 32d Street
New York City, U. S. A.

MEMBERS:

Hobbs Manufacturing Company
Worcester, Mass.
National Lock Washer Company
Newark, N. J.
National Umbrella Frame Company
Philadelphia, Pa.
Positive Lock Washer Company
Newark, N. J.
Reliance Manufacturing Co.
Massillon, Ohio



BEE-VAC

ELECTRIC CLEANER

NOW
\$39⁷⁵

On September 23rd, the *Saturday Evening Post*, with a nation-wide circulation of more than two million, will announce this startling new low price to the public. This price is \$15.00 to \$25.00 lower than any other electric cleaner of established reputation sells for. There is sure to be an enormous demand created for the *BEE-VAC* through this and subsequent ads which are scheduled to appear in the *Saturday Evening Post* this fall.

Get your share of *this business*

Be prepared to demonstrate the new model *Bee-Vac*, for practically every demonstration will mean a sale. Women no longer need urging to buy an electric vacuum cleaner. They do want real quality. The *Bee-Vac* is *exactly* everything that a woman demands in a cleaner, and at the new price it is the biggest buy in the world. Your jobber has the *Bee-Vac*. Write him today for prices and unusual discounts.

BIRTMAN ELECTRIC COMPANY

Dept. D-12

Lake and Desplaines Sts.

Chicago



**Sold
Only
Through
Jobbers**



*"A willing friend
that wears well"*

The Birthplace of
BEE-VAC 1909

Say you saw it in **GOOD HARDWARE**

(SONNEBORN PRODUCTS)

Stormtight
FOR USE ON ANY ROOF IN ANY WEATHER

The National Roof Protector

Why STORMTIGHT Is Proving a Money Making Success

Because

- (1) Stormtight, the National Roof Protector, *makes* old roofs leakproof and *keeps* new ones leakproof for years.
- (2) Advertising in the Saturday Evening Post and Literary Digest is sending home and factory owners by the thousands to dealers, asking for Stormtight.
- (3) Dealers are furnished with circulars, novelties, window trims, mechanical window signs, electros for local work and motion picture slides for local work.
- (4) Customers who buy Stormtight are home and factory owners and so will buy other merchandise at your store.
- (5) Dealers find in Stormtight a quick moving, profitable line in a new field which is only partially developed and where Stormtight is the Pioneer.

Write for our Proposition and Dealer
Book.

L. SONNEBORN SONS, INC.

Dept. 40

116 Fifth Avenue

New York

(SONNEBORN)

The No. 50 BOSS ELECTRIC Washer

yields a substantial profit and the turn-over is fast.

And more—our financing plan has a double pull!

Easy payments—attractive to her—yet more profitable to you than an all-cash sale.

The BOSS has mechanical advantages that clinch the others by comparison. Sells for only \$87.50 cash or \$95.00 on time. (Slightly more in extreme West.)

Set the pace in your territory as others have done in theirs—write us today for proof of BOSS superiority and facts regarding our Dealers' Financing plan.

The Boss Washing Machine Co. Cincinnati

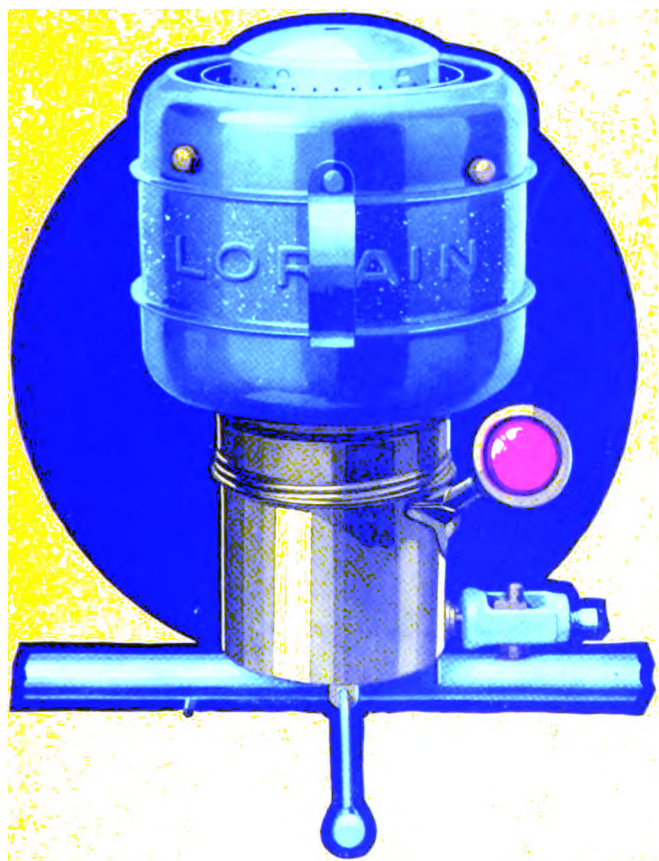
Makers of BOSS Water Power, Belt and Hand Power Washers since 1880



IT'S A WINNER!

Dealers
everywhere are
saying it!

Send for details today

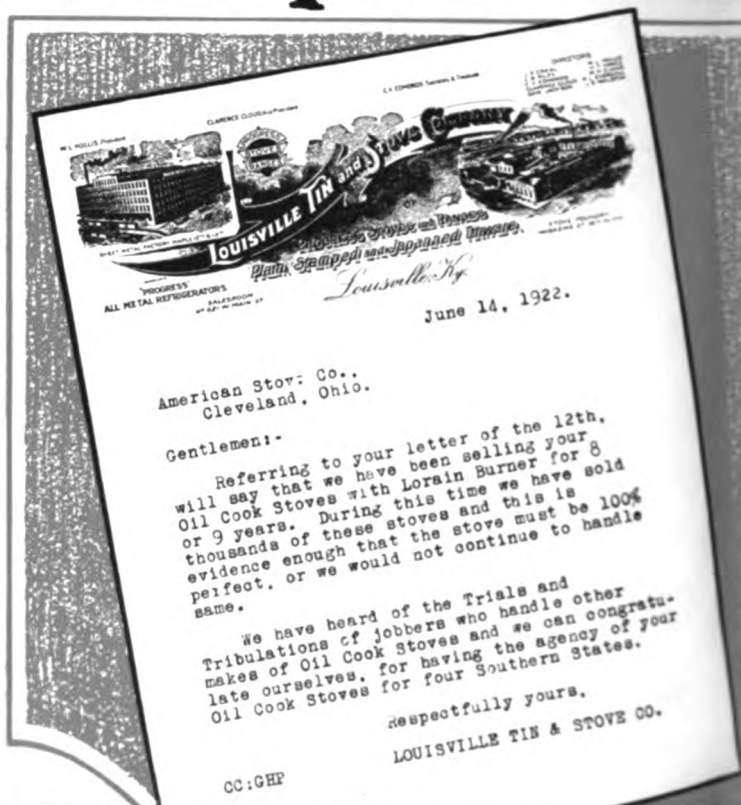


The Opinions of Men who Know

LORAIN

OIL BURNER

The Opinions of



LOUISVILLE TIN and Stove Company
Specialists in Oil Cook Stoves
Plan, Stamped and Spangled Ironware
Louisville, Ky.

June 14, 1922.

American Stove Co.,
 Cleveland, Ohio.

Gentlemen:-

Referring to your letter of the 12th, will say that we have been selling your Oil Cook Stoves with Lorain Burner for 8 or 9 years. During this time we have sold thousands of these stoves and this is evidence enough that the stove must be 100% perfect, or we would not continue to handle same.

We have heard of the Trials and Tribulations of jobbers who handle other makes of Oil Cook Stoves and we can congratulate ourselves, for having the agency of your Oil Cook Stoves for four Southern States.

Respectfully yours,
 LOUISVILLE TIN & STOVE CO.

CC:GHP

The Lorain Oil Burner is also endorsed by the following prominent jobbers:

- Farwell, Ozmun, Kirk & Co., St. Paul, Minn.
- Ballou, Johnson & Nichols Co., Providence, R. I.
- The W. Bingham Co., Cleveland, Ohio
- The Bronson & Townsend Co., New Haven, Conn.
- David B. Taylor Co., Baltimore, Md.
- Morley-Murphy Hardware Co., Green Bay, Wis.
- The Peerless Foundry Company, Indianapolis, Ind.
- Harper and McIntire Co., Ottumwa, Iowa
- Shepard, Clark Co., Boston, Mass.
- Morley Brothers, Saginaw, Mich.
- The Bostwick-Braun Company, Toledo, Ohio

Men who Know

WOLF & SONS
Hardware

WHOLESALE HARDWARE
DEPT. OF COMMERCE



WOLF & SONS

June 19, 1922.

American Stove Co.,
Cleveland, Ohio.

Gentlemen:-

We have sold your Oil Cook Stoves equipped with the Lorain burner ever since you have made them and each year shows a larger volume of business, and for the past several years we have not had a stove returned. This without question is a wonderful record.

If our salesmen and our trade appreciated this stove as they should, there would be no other oil stove sold in this territory.

Yours very truly,

TOWLEY METAL & HARDWARE CO.

ETH:W

Dealers who sell Oil Cook Stoves should read the message on the back of this page. Aside from being interesting it may point the road to a bigger and better Oil Cook Stove Business for 1923.



AMERICAN STOVE COMPANY Divisions have been intimately identified with the oil cook stove industry for more than thirty-five years. This fact, however, means nothing unless we have gleaned from these years wisdom that is valuable to users, to dealers and to ourselves.

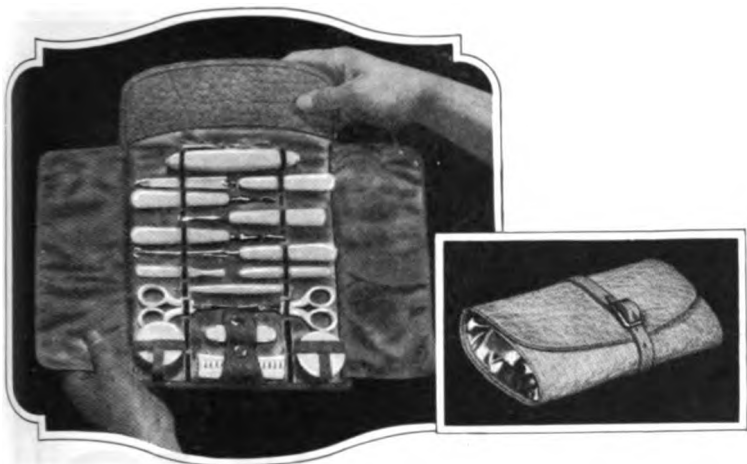
Therefore, it is your privilege as a dealer to ask us "*What* have you learned that is of value to *me*?" And this is our answer: We have learned *not* to use you—or your customers—as an experimental laboratory. We have learned to withhold enthusiasm over suggested improvements until fair and impartial tests, made in actual usage and over a long period of time, have proved that these suggested improvements possess real merit.

More than eight years ago, out of an experience of twenty-seven years of building and selling oil cook stoves, we designed and built the first Lorain Oil Burner. Very, *very* few changes have since been made. Thousands upon thousands of oil cook stoves equipped with this burner are giving satisfactory service Today.

Justly then, we believe the time has arrived when we can announce to the trade a complete line of oil cook stoves equipped with a burner of the highest *proved* merit. For the benefit of those dealers that are not familiar with the policies, practices and products of American Stove Company, we reproduce on the preceding two pages the opinions of some of the most conservative and critical buyers of oil cook stoves in America.

Read and Consider.

AMERICAN STOVE COMPANY
ST. LOUIS, MO.



Sales-Making Displays

Display La Cross Manicure Sets on your show-cases or counters. Watch how your customers respond to their unusual beauty and completeness.

In any style and at every price La Cross Manicure Sets will arouse the desire for ownership in the minds of your customers.

This year just as in the past they offer a delightful and convenient gift solution to both men and women.

La Cross sets sell themselves—and they offer you an attractive margin of profit.

Each La Cross Manicure Implement, as a separate unit or as part of a set or assortment, is the kind of honest value goods that builds a constantly growing business for your store.

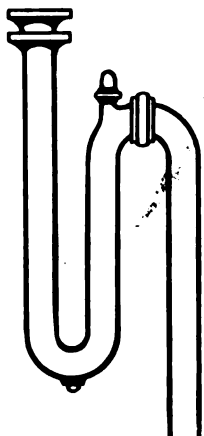
To help you to be ready for the holiday buying season we have prepared an interesting illustrated catalog showing sets, implements and prices. We suggest that you write for this at your earliest convenience. Orders received now for any quantity of La Cross products will be filled *immediately*.

If your jobber cannot supply you, write us direct.

SCHNEFEL BROTHERS, Newark, N. J.



La Cross MANICURE
IMPLEMENTS *and* SETS



A Merry Tune on your Cash Register

That's the sweetest music to any hardware dealer's ears. Listen to your favorite piece thru the steady, all-year-round **DESOLVO** sales that will keep you busy ringing up dollars and cents and increased profits.

DESOLVO

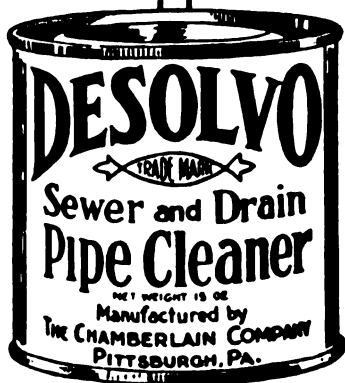
*Keeps
Drain
Pipes
as
clean
as
a
Whistle.*

The only patented drain pipe cleaner that can successfully be used with **COLD WATER**.

Removes, almost instantly, any obstructions in drain pipes, sinks, closet bowls, etc., such as soap, grease, decomposed food and other foreign matter.

Contains no acids. Will not injure even the finest porcelain or enamelware. Easy to use. Just mix with cold water, pour into pipe and presto, it's clean as a whistle. An absolute necessity for cleanliness and the preservation of health.

Just let your customers know you handle **DESOLVO** and it's sold. Just let your jobber know, if you don't handle it, as yet. And just let U.S. know if he can't supply you and we will.



THE CHAMBERLAIN COMPANY

Terminal Way
PITTSBURGH, PA.

Mid West Representative
OSCAR C. ANDERSON
1701 N. Talman Ave.
Chicago, Ill.

Pacific Coast Representatives
SPRAKES SALES CO.
Los Angeles San Francisco
Denver and Portland, Ore.



Sunbeam
The Quality Hand Iron

Two Quality Products That Appeal to Careful Buyers

The *Sunbeam Electric Iron* is the immediate choice of women whose homes reflect a finer judgment in the selection of furnishings and equipment. It sets the highest standard of quality in design, construction and workmanship ever attained in electric irons.

The *Sunbeam Reversible Toaster and Grill* has already made a place for itself. Intensely practical and of unusual quality, with many improvements never before built into a toaster. A complete, compact, convenient table appliance any woman would be proud to have in her home.

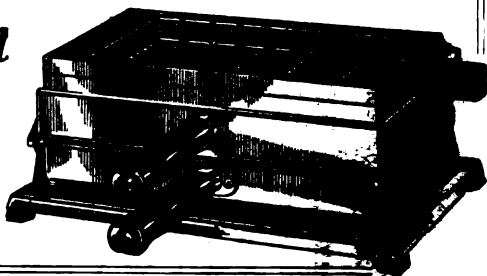
Order some in from your jobber TODAY!
We assist your selling by advertising helps
of unusual character

Chicago Flexible Shaft Company

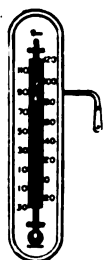
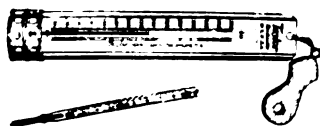
5614 Roosevelt Road, Chicago

32 Years Making Quality Products

Sunbeam
Reversible Toaster
and Grill



Say you saw it in *GOOD HARDWARE*



Every Home Needs *Tycos* Thermometers

And consistent international advertising over a period of years has carried the *Tycos* message into every home where magazines are read.

Such advertising makes many looking into your store windows prospects.

Cards, display cartons and suggestions for window trims sent promptly and without obligation if you stock the *Tycos* line.



Taylor Instrument Companies

Rochester, N. Y.

There's a *Tycos* or a *Taylor* Temperature Instrument
for Every Purpose

D-24

STAR Hack Saws



The New Angle
in

Hack Saw Selling

Most Hardware Dealers have a new viewpoint on selling hack saws. They realize the value of specializing on one brand instead of several.

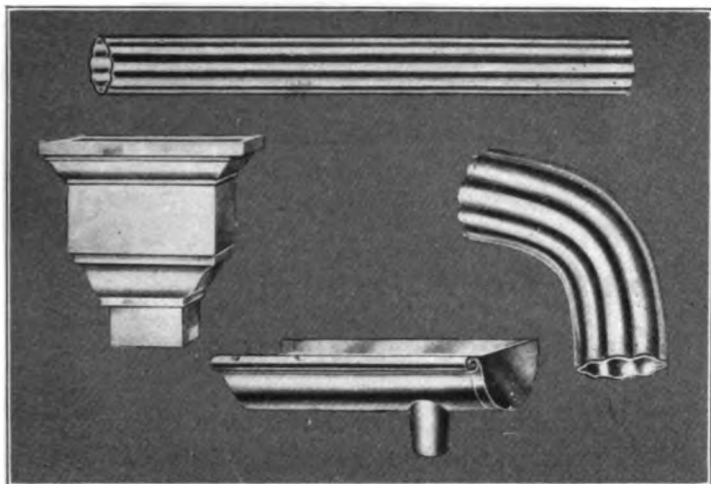
The leadership of STAR HACK SAWS for thirty-nine years is a convincing thought on which brand you should concentrate your efforts.

Quicker turnover means larger profit—that's the answer in a nutshell.

*Sold by Leading Jobbers
—the World over*

Manufactured by
CLEMON BROS. Inc.
 MIDDLETOWN, N. Y.
Makers Since 1883

Say you saw it in GOOD HARDWARE



Are you selling your customers **COPPER?**

You will find Copper is easy to sell. All over the country the demand for Copper leaders and gutters has greatly increased as a result of the Association's national advertising of the economy of using Copper, the metal that does not rust, the Everlasting Metal.

You can sell Copper—sell quality, lastingness, permanent satisfaction

—now to people who before would not pay the slight additional first cost. They realize that Copper really is cheaper than materials that rust.

Give your customers a reminder over the counter and get your share of the business resulting from the wider appreciation of Copper's life-time service.

A Simple Precaution

Brass or Copper straps and hangers should be used to fasten Copper leaders and gutters.

If you have not had prices and other information from your jobber recently on his line of COPPER leaders and gutters, write him. If you have any suggestions of ways and means by which the Association can help you in your business, write to the Manager, Copper & Brass Research Association, 25 Broadway, New York.

COPPER & BRASS **RESEARCH ASSOCIATION**

25 Broadway - New York

*One of the
Pyrex
Hundred*



*Oval handled
general pur-
pose Dish*

Don't Be A "One-Piece" Salesman

THE woman who buys one piece of Pyrex is the best possible customer for more Pyrex. No home can have too much Pyrex—

Show the one-piece buyer at least five of the essential pieces of Pyrex.—A Casserole, Utility Dish, Pie Plate—Bread Pan—and Custard Cups are all necessary to run a home like a home.

If she is a regular Pyrex buyer and comes in for a paper of tacks show her some of the 50 new designs in Pyrex, just as a matter of interest and see how quickly her interest will result in another sale of Pyrex.

Don't be a "one-piece" salesman.

PYREX

The Original Transparent Ovenware

Pyrex Sales Division

Corning Glass Works, Corning, N. Y.



World's Largest Manufacturers of Transparent Ovenware

Say you saw it in GOOD HARDWARE

THE pride of craftsmanship that distinguished those who worked with Daniel Baird Wesson in 1853 to produce Superior Revolvers, has become a tradition jealously guarded and maintained by those who now work with his direct descendants.

SMITH & WESSON

Manufacturers of Superior Revolvers

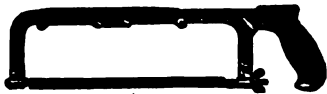
SPRINGFIELD
MASSACHUSETTS



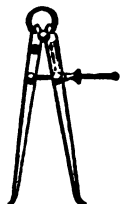
No arms are genuine
Smith & Wesson Arms
unless they bear plainly
marked on the barrel,
the name

SMITH & WESSON.
SPRINGFIELD, MASS.

Catalogue sent on request
Address Department K



*Quality Tools
at
Quantity Prices*



Stock the Entire Pilot Line

Every tool is popular
priced and fast selling.

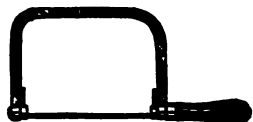
Every tool in the line is—

*guaranteed to meet
every requirement
of high grade tools.*

Get our catalog. It covers
the whole Pilot line.

Ask your jobber for Pilot
tools. If he cannot sup-
ply you, write us direct.

Consolidated Tool Works, Inc.
296 Broadway New York



Say you saw it in **GOOD HARDWARE**



A Big Market

Easy moving casters are coming more and more to be demanded in every home.

There's a big market right in your community for

NOELTING FAULTLESS CASTERS

They roll and turn easily because they're practically frictionless. We have spent thirty years building fine casters and believe we know how to build them right. The line includes every kind and description of caster used—a Noelting Faultless Caster for every purpose.

Send for copy of our catalog—fully illustrated and conveniently arranged—You'll find it a valuable help in ordering. A postal card will bring it. (Jobbers and dealers only.)
Address

FAULTLESS CASTER COMPANY

Evansville, Indiana

Eastern Sales Office
200 Fifth Avenue
New York

Western Sales Office
320 Market Street
San Francisco

Grand Rapids Sales Office
10 Fountain St., Northwest
Grand Rapids, Michigan



**Order this Fast-Selling
Leader *Right Now!***



To
Retail
at
\$7.50

STAR-Rite Electric Heat Maker

Talk about big value! *This* heater is 18 inches high, has 13-inch copper heat bowl; rigid non-heating handle; special heating element; 6-inch wire guard; 6 feet of cord and plug. Stands on sturdy 8-inch pedestal. Color, Nile Green. Smaller model—all nickel finish. 13-inch high, 8½-inch heat bowl. Retail at only \$5 complete. Stock these now. *This* is your big season.

Important! Note that our line now bears the name **STAR-Rite**. Finer quality, bigger value than ever before.

FITZGERALD MFG. CO.
Torrington, Conn.



This Man Arrives With the Goods Make Him Work In Your Window

He will make real dollars by drawing every outside prospect inside your store.

A real, powerful Sapolin display, lithographed in life size on heavy cardboard in life-like colors, and the big man looks alive and natural. Works for you immediately—no lost action on sales or profits.

Get This Business Building Display At Once

How to Get the Snappy Sapolin Salesman

Simply order "One No. 66 Stove Pipe Enamel Assortment, \$23.90," consisting of

Doz.	Size	Contents	Retails at	Dealer's Cost	This Special Assortment			
				Dosen				
4	15	$\frac{1}{4}$ Pt.	15c. each	\$1.10				
6	25	$\frac{3}{4}$ Pt.	25c. each	1.80	Costs	Sells for	Your Profit	
3	40	$\frac{3}{4}$ Pt.	40c. each	2.90	\$23.90	\$39.60	\$15.70	

Weight (including display), approximately 100 lbs. Carefully packed.

SAPOLIN

"Special Goods for Special Purposes"

Consisting of Enamels, Stains, Gildings, etc.

should be a feature of every Dealer's stock, because its moderate price, ease of application, economy and beautiful, lasting effects will tremendously appeal to everyone entering your store.

If you want quick sellers—repeaters—the kind that give you a rapid turn-over of stock, with constantly growing profits, and the prestige which accompanies a live line of business builders, write today for the Sapolin Price List.

GERSTENDORFER BROS.

231-235 East 42nd Street

New York, U. S. A.



BEST SINCE 1851

PAINT AND VARNISH DEPENDABILITY

The Dependable, Heath & Milligan trade-mark on paint and varnish products, backed by a dependable sales plan, means profit to the dealer and satisfaction to the consumer.

It represents 71 years of dependability.

To the consumer it signifies Dependable Paints and Varnishes that look better, wear longer and are cheaper in the end. To the dealer, it means bigger profits,—thru the consumer demand, our extensive advertising, and the cooperation of our Sales Promotion Department.

We have factories, branches or jobbers in thirty cities throughout the United States.

Write us for full particulars and our nearest distributing point.

HEATH & MILLIGAN MFG. Co.

1833 SEWARD STREET
CHICAGO, U. S. A.



Say you saw it in **GOOD HARDWARE**

A MILLION USERS A HUNDRED USES

In considerably more than a million homes, garages, shops and offices, Hercules "Cold Soder" is daily mending metal leaks, reclaiming leaky utensils, and eliminating expensive soldering bills.

Shrewd folks everywhere agree that Hercules is the most convenient and easily applied product of its kind and is absolutely dependable.

Scores of uses make it a rapid seller. It mends not only pots, pans, pails, etc., but also granite, aluminum and plumbing. Both men and women buy it.

Buy it from your jobber by the carton (24 tubes). A splendid seller that keeps repeating.

HERCULES PRODUCTS CO., Council Bluffs, Ia.

*Jno. H. Graham & Co.,
113 Chambers St., New York City, N. Y.,
Eastern Sales Representative.*

HERCULES

"Cold Soder"



Say you saw it in GOOD HARDWARE

First in 1900— Foremost Ever Since



This is the little Lionel "Metropolitan Express," the first electric toy of its kind and, in 1900, a marvel of construction. It is still in our New York salesroom and will run as well today as it did 22 years ago.



HERE is a picture of the First Lionel Electric Engine beside a photograph of the latest achievement in the Electric Toy Field—Lionel Twin-Motor Locomotive Number 42 (New York Central Type).

The little Lionel "Metropolitan Express" Locomotive was the finest electric toy manufactured in its day. The big, powerful, handsome Lionel "Number 42" is supreme in 1922 just as the "Metropolitan Express" was in 1900, and just as the DeWitt Clinton engine (illustrated below) was foremost in 1831.

Such leadership for over 22 years has given Lionel Products highest place in the mind of the American Boy and has made the Lionel Line the most popular and profitable line for the dealer.

Remember This, Too—

Lionel Leadership has not been restricted to advanced design and perfection in manufacture. Lionel has always led in giving the Dealer service, in remarkably low prices without sacrificing quality; in providing new, fast-selling train outfits and accessories; in short, in helping the Dealer to build big, substantial, profitable business in the Electric Toy line. Don't fail to see the wonderful new Lionel Scene Railway Displays—not only unequalled sales promoters but items that sell fast and make big profits.

You are cordially invited to visit our newly built and decorated showroom, occupying 15,000 square feet of floor space. These wonderful Scene Railway Displays can be seen here—together with the most elaborate toy window display ever built (over 60 feet in length). Make this great "Lionel" Fair your New York headquarters.



The "De Witt Clinton" Locomotive, built in 1831, had a speed of only 15 miles an hour. Its entire run was only 17 miles long. But it, like the Lionel "Metropolitan Express," was the most perfect locomotive of its day.

THE LIONEL CORPORATION

48-52 East 21st St.

(Entire Sixth Floor)

New York City

LIONEL ELECTRIC TOY TRAINS

& Multiple Transformers

Say you saw it in **GOOD HARDWARE**

Are You **Going to Have a** **Better Homes** **Demonstration Week** *in October* **?**

WITH the endorsement of President Harding a call is going out to American communities to devote one week—October 9th to 14th—to demonstrate the advantages of better homes.

Cities, towns and villages from one end of the country to the other are responding. The National Committee is already organized. You will see by the list on the next page that it takes in many of the biggest men in the country, including the Governors of most of the states.

Local committees have been formed in many places. Others are now forming.

You can have a **BETTER HOMES IN AMERICA DEMONSTRATION WEEK** in your town if you want one.

See the following pages

Advisory Council

CALVIN COOLIDGE
*Vice-President of the
United States*

HERBERT HOOVER
Secretary of Commerce

HENRY C. WALLACE
Secretary of Agriculture

JAMES JOHN DAVIS
Secretary of Labor

DR. HUGH S. CUMMING
*Surgeon General United
States Public Health Service*

DR. JOHN J. TIGERT
*U. S. Commissioner of
Education*

C. W. PUGSLEY
*Assistant Secretary of
Agriculture*

JOHN M. GRIES
*Director Division of Building
and Housing, Dept. of
Commerce*

JULIUS H. BARNES
*President Chamber of Com-
merce of the United States*

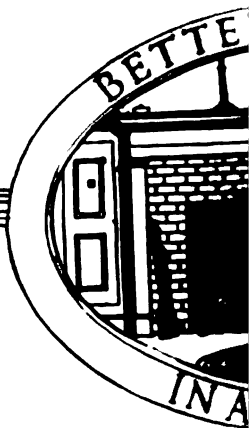
JOHN IHLDER
*Manager, Civic Department,
Chamber of Commerce of
the United States*

DONN BARBER
*Fellow, American Institute of
Architects*

JOHN BARTON PAYNE
*Chairman, Central Committee
American Red Cross*

LIVINGSTON FARRAND
*Chairman, National Health
Council*

MRS. THOMAS G. WINTER
*President General Federation
of Women's Clubs*



More Homes

THE object of this movement is to make a *Home*, completely equipped, a demonstration week, October 1st to 7th.

It is unnecessary to tell any one what a *Home* means to his town and to his business, and by making them see the value of a *Home* to the local community and to the stability and prosperity of a town.

Our experience during the past year has shown the practical value of putting the *Home* into the hands of a local committee. Mr. Hoover and the cooperating *Home* already sent appointments to the *Home* throughout the country.

Perhaps a local committee is the best way to give it all your own movement the most successful. A committee has yet been organized in THE DELINEATOR, to that end.

BETTER HOMES

Demonstration

Bureau of Information
223 Spring
Mrs. William



Better Homes

have in each community a *Better* orated and placed on exhibition 14th.

ness man what such a movement making people want to own their etter homes. But it goes farther an local business. It affects the : national life.

ar Campaigns brought out the n of movements affecting the en. With the assistance of Mr. s, the Advisory Council has omen" in hundreds of towns

ly been formed in your commu- n and support in making the our community ever did. If no legraph Bureau of Information, hout delay.

IN AMERICA

October 9-14, 1922

THE DELINEATOR

New York

Money, Secretary

Cooperating Governors

ALASKA

Scott C. Bone . Governor

ARIZONA

Thos. E. Campbell, Governor

ARKANSAS

T. C. McRae . . Governor

COLORADO

O. L. Shoup . . Governor

IDAHO

D. W. Davis . . Governor

INDIANA

W. T. McCray . Governor

KANSAS

Henry J. Allen . Governor

KENTUCKY

E. P. Morrow . Governor

MARYLAND

A. C. Ritchie . Governor

MASSACHUSETTS

C. H. Cox . . Governor

MISSISSIPPI

Lee M. Russell . Governor

MISSOURI

A. M. Hyde . . Governor

NEBRASKA

S. R. McKelvie . Governor

NEVADA

E. D. Boyle . . Governor

OHIO

H. L. Davis . . Governor

OREGON

B. L. Olcott . . Governor

PENNSYLVANIA

W. C. Sproul . Governor

SO. CAROLINA

Wilson G. Harvey . Governor

SO. DAKOTA

W. H. McMaster . Governor

TENNESSEE

Alfred A. Taylor . Governor

UTAH

Chas. R. Mabey . Governor

VERMONT

James Hartness . Governor

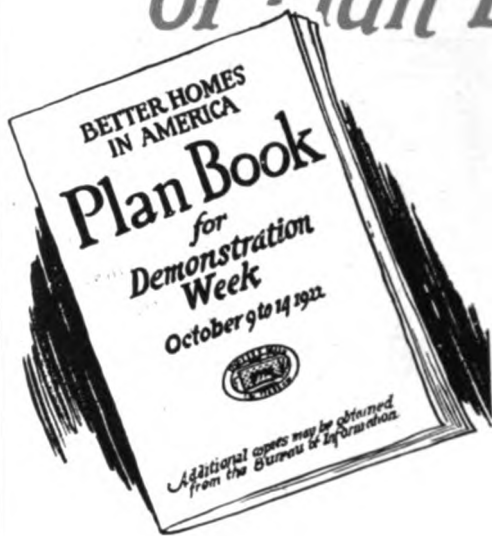
VIRGINIA

E. L. Trinkle . Governor

WYOMING

Robert D. Carey . Governor

Send for Free Copy of Plan Book



The Advisory Council has issued a plan book telling all about the Better Homes in America movement. It gives complete instructions for putting on a local demonstration week. While the supply lasts the Bureau of Information will supply this book free of charge. Send for a copy.

If no committee has been formed, give the Advisory Council your help in getting things started in your community.

There is no time to spare, only a month more to get everything worked out. As a business man you will appreciate the necessity of getting in touch directly and as soon as possible with the Advisory Council.

BETTER HOMES IN AMERICA

Demonstration Week - October 9-14, 1922

Bureau of Information, THE DELINEATOR

223 Spring Street, New York

Mrs. William Brown Meloney, Secretary

MRS. WILLIAM BROWN MELONEY, Secretary

Advisory Council, THE DELINEATOR

223 Spring Street, New York

- ☐ A Local Committee has already been organized
- ☐ A Local Committee has not yet been organized. Send complete information.
- ☐ Send copy of plan book on Better Homes In America Demonstration Week.

Name

Street and No.



Sell Oil at a profit! The quicker you sell the first three-fifths of each barrel of oil the sooner you get your profit from the last two-fifths. And the less oil you waste selling the first three-fifths makes your two-fifths profit that much larger. Stop those 5 minute no profit intervals waiting for oil to flow from a barrel. Stop that drop by drop leakage that's stealing your profits away.

Use a Marvel Oil Pump. With one single action of the piston a Marvel Oil Pump pumps and accurately measures a quart of oil. In a jiffy the sale is made. Not a drop of oil is wasted for a drain back arm and base returns every drop into the barrel until sold at a profit. There's no muss—no bother. You sell oil as easy as any other item. And that ghastly fire risk is gone forever.

Marvel Oil Pumps are the first pumps of this type to be instantly adjustable to any barrel without expense. Made of steel and brass they stay on the job a long time, and they are unaffected by varying temperatures. Get these automatic bookkeepers on the job in your oil department. They earn their cost in a couple of moons and then they make profits for you.

The Marvel Equipment Co., Cleveland, Ohio

NEW YORK, N. Y.

25 Broadway—Cunard Bldg.

EXPORT DEPARTMENT

New York, N. Y.—11 Broadway

Sales Agents

**The Republic Steel Package Co.,
Cleveland, Ohio.**

**The Ohio Corrugating
Co.,
Warren, Ohio.**

**The Nebraska & Iowa
Steel Tank Company,
Omaha, Nebraska.**

**The Eaton Steel Products
Company,
Denver, Colorado.**

*Say you saw it in **GOOD HARDWARE***



He Sells Hack Saws —Put Him to Work

HERE'S a new Millers Falls Hack Saw display card. Printed in three colors—black, red and blue. It has an easel back and you can stand it on your show case or in your window. You get this business getter free. All you have to do is ask for it.

Millers Falls Hack Saws are the best that can be made. Dealers appreciate the advantage of purchasing hack saws from the same source that they purchase other Millers Falls tools. Combined shipments and service count a whole lot. Standardization is the order of the day. Specify "Millers Falls" on your next hack saw order.

MILLERS FALLS COMPANY **MILLERS FALLS, MASSACHUSETTS**

*Manufacturers of Carpenters' Tools, Hack Saws
and Automobile Jacks*

A New Catalogue

We have just issued a new catalogue covering our complete lines. If you haven't received your copy, let us know.

Save the waste

THE NATIONAL WAY

A certain department store effected a pay roll saving of \$15,000 a year by putting its wrapping department on an efficient basis.

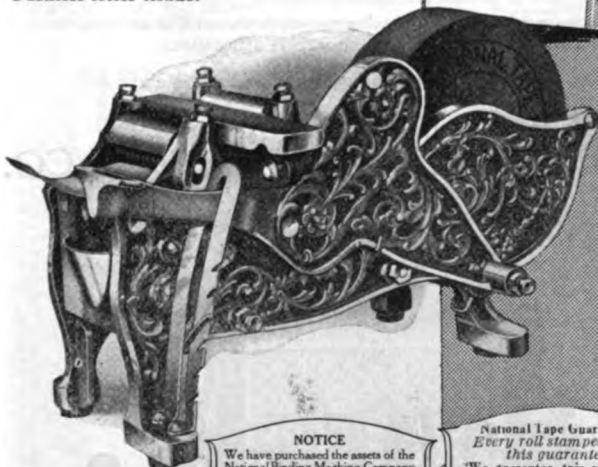
We want to send you a book telling how this result was accomplished—

Save the waste

THE NATIONAL WAY

The book also describes and shows the uses for National Sealing Tape and National Sealing Machines.

Give every clerk and wrapper in your store or shipping room a copy of this text book. It will save you a great deal of money, and the books are free. Just ask for them on your business letter heads.



NOTICE

We have purchased the assets of the National Binding Machine Company and, hereafter, the production and sale of National sealing machines and National gummed tape will be directed and controlled by the Nashua Gummed & Coated Paper Co.

National Tape Guarantee

Every roll stamped with this guarantee
"We guarantee this roll to be full length and to be made from strictly No. 1 35# Kraft, testing one point to the pound."

Nashua Gummed & Coated Paper Co. Nashua, N. H.

ADDRESS DEPT. G - PACKAGE SEALING DIVISION
NASHUA GUMMED & COATED PAPER CO.
NASHUA, N.H.

What's Interesting About Gas Heaters?

IT'S a real joy to demonstrate and explain an article that has *interesting, convincing* reasons for its existence. Particularly so when the profit is exceptionally good and you *know* absolutely it's going to do just what you say it will. Customers just can't help feeling some of your confidence and enthusiasm.

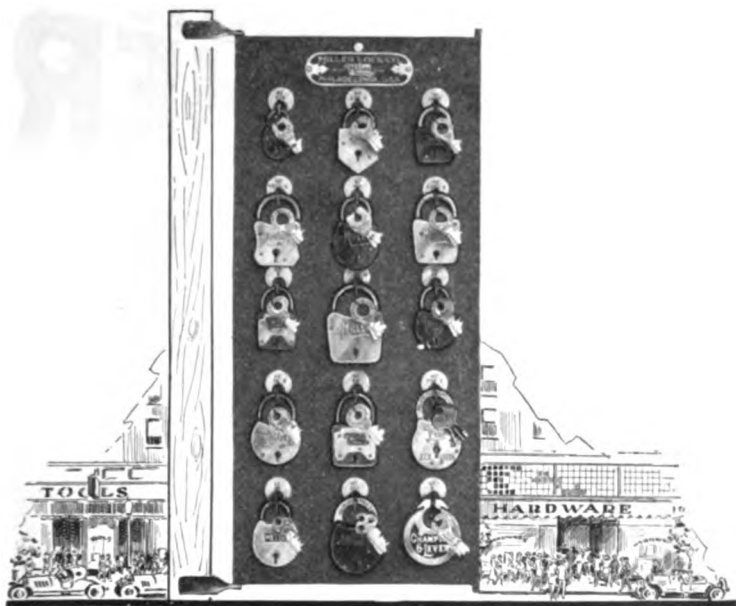
The Packer's Duo Radiant with its exclusive patented features eliminating all the trouble and objections of ordinary gas heaters, such as bad odors, ugliness of design, etc., is a real delight to sell. It will burn on a pressure far below that of ordinary heaters and the stuffy, "cooked" atmosphere, usually the result, is entirely absent. The Packer's Duo Radiant is the cleanest, most efficient and altogether satisfying heater on the market today and the profit is satisfying.

Don't lose out on the fall business—with the coal shortage, every room, office, school and church is a prospect.

Write us—we have a live proposition that will mean real money to you.

The OHIO STATE STOVE & MFG. CO.
COLUMBUS, OHIO





THIS STEEL DISPLAY PANEL completely dominates the padlock business in thousands of communities where it has been installed by progressive dealers.

You can obtain the Panel and stock of carefully assorted Miller Locks by ordering Miller Assortment No. 929 or 931 of your jobber.

The valuable "Sales Helps" supplied free with every Miller Assortment create a steady demand for Miller Locks — greatly increasing the dealer's profits. It will pay you to write us for full information TODAY.

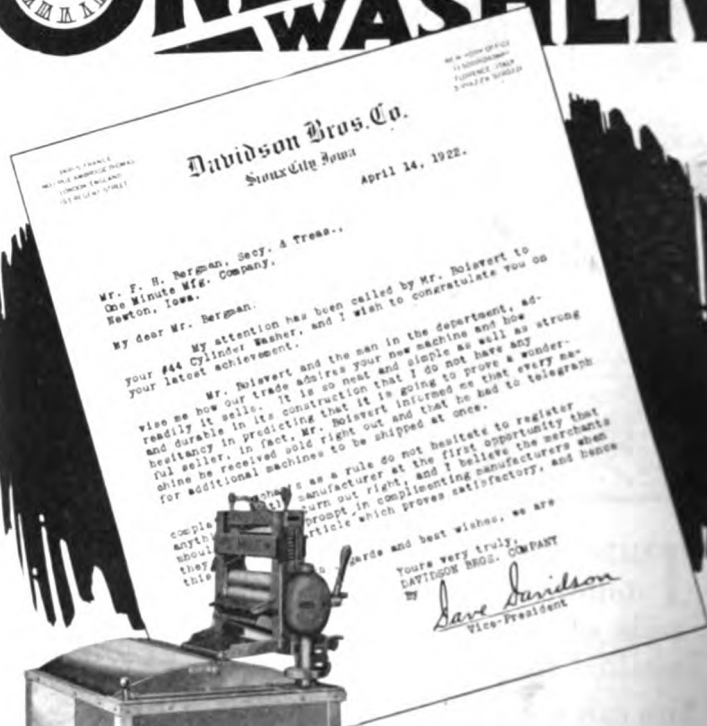
MILLER LOCK COMPANY, PHILADELPHIA, PA.

MILLER PADLOCKS

Say you saw it in GOOD HARDWARE



ONE MINUTE WASHER



The hardwood, aluminum-end cylinder, oscillating twenty-eight times every minute, drives suds through the clothes until every particle of dirt is washed out.

Orders Show!

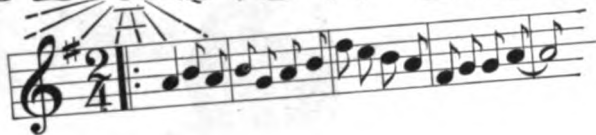
Good dealers must always be "shown."

Orders from their customers are showing more dealers every day the powerful selling appeal of the ONE MINUTE Rotary Electric.

Unusual sales cooperation is given each ONE MINUTE dealer. Get details of the complete ONE MINUTE line and of our special Rotary Electric sale campaign by writing today.

One Minute Mfg. Co.
Newton, Iowa

A New Note !!



Richer and rarer. Ringing high and clear above the rest.

Sell fully *different* is the brand new line of

PARAMOUNT *Rubber Bath-Time Toys*

It's bringing down the house! All druggists and drug jobbers who have seen proof of their value say it's a sure winner. Nothing like it ever known, here or abroad.

Bath-time toys of such unusual quality and of such beautifully modeled designs, selling at prices way down below the bass clef!

You'll be making money on these toys before long! Ask your jobber at once for descriptions and those low prices. Or write us, if you prefer. (Your jobber won't suffer.) Get on the speed-wagon now. It's name is "TURN OVER." The license number is \$\$\$\$\$\$!

Paramount Rubber Consolidated, Inc.

General Offices and Factory

LITTLE FALLS, N. J.

U. S. A.



Say you saw it in GOOD HARDWARE



with an action swift and sure



Savage Model 1899 lever-action. Nothing can get in to jam that powerful action. Built for .22 hi-power; 250-3000, 30-30, 300, 303.

Savage Model 1920 bolt-action. Note the solid locking lugs, short throw of bolt-handle—strength and speed there. Built for .250-300 and 300.

FOR built-in deadly accuracy you can depend upon a Savage—every time. Lever-action or bolt-action, a Savage shoots true.

But for big game hunting, accuracy must be backed up by strong action, swift and sure action.

Well—take the Savage lever-action—the famous '99 model. Note the hammerless, solid breech—the tremendous margin of safety there. Now open and close the action: see how quickly and smoothly it works. The short, easy throw of the lever gives lightning speed; and that powerful action always functions.

And there's the bolt-action, the Savage model '20—strong and durable yet light and lively. You love it for its beautiful lines and balance; you respect it for its rugged strength and simplicity.

Many big game hunters, trappers, and woodsmen carry the Savage .22 rim-fire repeater along with their Savage hi-power rifles. They know it's a glutton for work and always shoots hard and straight.

Points like these sell firearms—pass them on to prospects.

SAVAGE ARMS CORPORATION
Utica, N. Y.

Owners and operators of the J. Stevens Arms Company. Executive and Export Offices:
50 Church St., New York

SAVAGE

 **SAVE**



Quality

is the cheapest
thing in the mar-
ket. It is the basis
of all economy.



SAVE LAMPS

Are economical lamps
because they furnish
maximum service at
minimum consumption
of current.

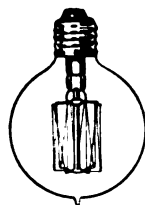
IF YOUR JOBBER DOES NOT
SELL SAVE LAMPS, WRITE US



Save Electric Corporation

615-623 Front St.
TOLEDO,
OHIO

220-254 36th St.
BROOKLYN,
N. Y.



Executive Office, TOLEDO, OHIO

Say you saw it in GOOD HARDWARE

1922 is already the Greatest Paint and Varnish Year

Prepare NOW to Carry On in 1923

You have had definite evidence of the part the Save the Surface Campaign has taken in setting and accomplishing the 1922 objective. But the Save the Surface Campaign, like any other business, can not stand still. It must grow, if its objectives are to be attained. To make 1923 at least a 25% better paint and varnish year than 1922, \$300,000 is needed. The money is to be used for:

1. National Advertising
2. Trade Advertising
3. Headquarters' Activities
 - (a) Organization work with
Manufacturers
Salesmen
Dealers
Master Painters
 - (b) Conference and Convention Work.
 - (c) New Save the Surface Film.

The Save the Surface movement is growing rapidly. People used to paint only for looks. Now they paint to save their property. Save the Surface advertising has helped to bring about this change of viewpoint.

No advertising symbol of recent years has registered so quickly and so surely as the familiar brush stroke featuring the seven-word slogan of the Paint and Varnish Industry.

Your Investment is Needed

We ask you to invest in the Save the Surface Campaign. It will not be easy to gain the additional 25% volume of business each year unless you do.

In case a Save the Surface Campaign is conducted in your community, the money you invest in the National Campaign is returned to the committee in charge for use in your local co-operative advertising.

To determine the size of your investment, base it on your total yearly business done. For example, if your total sales of paint and varnish materials, brushes and supplies were:

Less than	\$ 2,500 invest	\$ 5.00
If from \$ 2,500 to 5,000 invest	10.00	
If from 5,000 to 7,500 invest	15.00	
If from 7,500 to 10,000 invest	20.00	
If over 10,000 invest	25.00	

Each investor of \$5.00 or more will be furnished with:

1. An Investment Certificate indicating that he is a member of the Save the Surface movement
2. Proofs of the "Save the Surface" advertisements one month in advance of their appearance in the national magazines.
3. A "Save the Surface" Bulletin Board for displaying these advertisements.

"Save the surface and
you save all" — *Paint & Varnish*

Clip and Sign this Coupon—Mail Today to Save the
Surface Campaign, 507 The Bourse, Philadelphia

I hereby agree to invest in the Save the Surface Campaign for year 1923 the amount of \$....., and will pay same to the Trustee on receipt of bill.

It is understood that you are to send me:

- (1) Investor's Certificate, (2) Advance proofs of national advertisements, (3) Bulletin Board.

Name

Address OH

SAVE THE SURFACE CAMPAIGN, 507 The Bourse, Philadelphia, Pa.

CONDITIONS OF PRIZE CONTEST

For a Name to Replace SILVORE

As Nationally Advertised

YOU will observe in the *Saturday Evening Post* of August 26th, our full page announcement of the Prize Contest for a name to replace "Silvore." Note the conditions of this contest are given herewith.

The Prize Offer

The Prizes for the contest will be 196 in number. In merchandise value they will aggregate \$2,000. All will be articles of value, having Nickel Silver as a base, and produced by our foremost American Manufacturers of silver plated ware. The major prizes, six in number, range in value from \$300 to \$100 and will represent the successful contestants' choice of sets of flat or hollowware.

The prize winners may make their own selections of this ware, as it is not our intention to specify brands, but the following list of manufacturers whose products may be chosen has been offered for consideration.

Gorham Manufacturing Company
Oneida Community, Ltd.
S. L. & G. H. Rogers Company
Ontario Silver Company
McGlashan-Clarke Company, Ltd.
Franklin Silver Plate Co.
International Silver Company
R. Wallace & Sons Mfg. Company
Canadian Wm. A. Rogers, Ltd.
Alvin Silver Co.
Williams Bros. Mfg. Company
Albert Pick & Company
Van Bergh Silver Plate Company
Pairpoint Corporation
Benedict Manufacturing Company
Mulholland Bros., Inc.
Knickerbocker Silver Company
Jennings Silver Company
Middletown Silver Company
Homan Manufacturing Company
Colonial Silver Company
The Weldlich Bros. Mfg. Company
Wm. A. Rogers, Ltd.
Bernard Rice's Sons, Inc.
E. G. Webster & Sons
Continental Sheffield Silver Co.
Feasenden & Co.
American Silver Co.
Farber Bros.

Conditions

The conditions of the contest are simple. They involve merely the choice of a suitable name and the writing of a short letter, not exceeding 100 words in length, explaining the reasons for the choice.

The name chosen—

1. Should not be descriptive of, nor synonymous with, nor a colorable imitation of, the name of any precious metal.

2. Should begin with the letter "S."
3. Should be short and euphonic, such as "Seconic."

Special Note

While the winning of a prize depends not only upon the value of the name suggested but, to an equal degree, upon the letter accompanying the suggestion, it shall be within the powers of the judges to select any name they may deem entitled to an award, irrespective of the accompanying letter. They shall likewise be empowered to award a prize for any letter irrespective of the name submitted. Any letter thus chosen shall entitle its author to an extra prize, amounting in value to \$10.00.

In the event of ties for any prizes offered, the full value of the prize tied for will be awarded each tying contestant; but a tie shall not exist if more than one person submits the name adjudged best unless the accompanying letters be adjudged of equal excellence.

Executives of The Seymour Manufacturing Company or Evans & Barnhill, Inc., shall not be eligible to a prize.

The Judges

As judges for the contest, the following gentlemen, outstanding in their respective realms of business, have courteously consented to serve.

G. H. WILCOX, *President of the International Silver Company.*
L. WAYLAND SMITH, *Treasurer Oneida Community, Ltd.*
E. H. HUFNAGEL, *President of the American National Retail Jewelers' Association.*
G. H. NIEMEYER, *President of the National Jewelers' Board of Trade.*
A. W. ERICKSON, *President of the American Association of Advertising Agencies.*

Directions

Contestants are limited to one suggestion. The letter explaining the reasons for selecting the name should be legibly written on one side of a sheet of paper and must not exceed 100 words in length. For information slips, giving details as to the metal, etc., apply to the nearest jeweler. Replies must be received by The Seymour Manufacturing Company on or before September 15th, 1922.

To the Trade

Notice how closely we bring the public to the dealer, through the conditions of our contest, sending the people into the stores for information and to select prizes.



The SEYMOUR Manufacturing Company
SEYMOUR CONNECTICUT

Say you saw it in GOOD HARDWARE



From Newsboy To Millionaire

HERE'S the lad who delivers papers to John D. Rockefeller. The Sherwood is priced within easy reach of thrifty newsboys, while its quality makes it the outstanding first choice of rich and poor. We are producing Sherwoods in enormous quantities, but the demand is so great that you need to book your orders well in advance to avoid disappointment. Do it now.

**Sherwood Bros. Mfg. Co.
Canastota, N. Y.**

SHERWOOD

Do it with SMOOTH-ON



A Simple Formula to Increase Your Profits

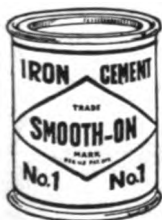
Put in a dozen Smooth-On No. 1 and display the Smooth-On Counter carton in a conspicuous place on your counter.

No sales talk is necessary to sell Smooth-On. Our national advertising to the consumer: housewife, home owner and motorist has familiarized them with Smooth-On. They know its diversified uses; appreciate the permanence of the repairs it makes and like its economy.

Smooth-On No. 1 repairs leaks, cracks or breaks in kitchen utensils, pipe lines, house boilers, motor radiators, etc., easily and quickly.

Start today to profit by the Smooth-On national advertising. Try one dozen—mail the coupon.

Smooth-On No. 1 comes in 6 oz. tins, packed twelve to a lithographed carton, ready to display on your counter. Also in 1 lb., 5 lb. and larger size tins.



may be used on
**Iron
Steel
Brass
Copper
Aluminum
Wood
etc.**

SMOOTH-ON MFG. CO.

Established 1896

Dept. 18-1, 578-574 Communipaw Ave., Jersey City, N. J., U. S. A.

COUPON

Smooth-On Mfg. Co., Dept. 18-1, Jersey City, N. J.

Send me 1 carton of Smooth-On No. 1, 6 oz. size.

My Name.....

Address

City.....State.....

Jobber's Name.....

City.....

Say you saw it in GOOD HARDWARE

The "Snap" That Sells Salt Shakers

Your customer may not be thinking of buying salt shakers, but when he sees the "Upressit" shaker and hears the "SNAP" that does away with the annoyance of pounding, he sees a good reason then and there for buying "Upressits" to replace the old-fashioned troublesome shakers.

You-press-it. "Snap" goes the top and the clogged holes are cleared immediately.

Displayed on your counter so that the customer can SNAP it, the Upressit shaker sells itself.

Colonial pattern. Family and individual sizes. Pepper shaker to match. Packed in display cartons.

Almost any large jobber is prepared to supply you.

Upressit Products Corporation
Long Island City, N. Y.

U-PRESS-IT TO CLEAR THE HOLES



U-PRESS-IT TO OPEN AND CLOSE

If you haven't yet heard that "SNAP" send today for sample.

----- Use the Coupon. -----

Upressit Products Corp.,
Long Island City, N.Y.

Send sample Upressit Salt Shaker and complete sales plans.

Name

Address

My Jobber is.....

Write with pencil; ink blurs.



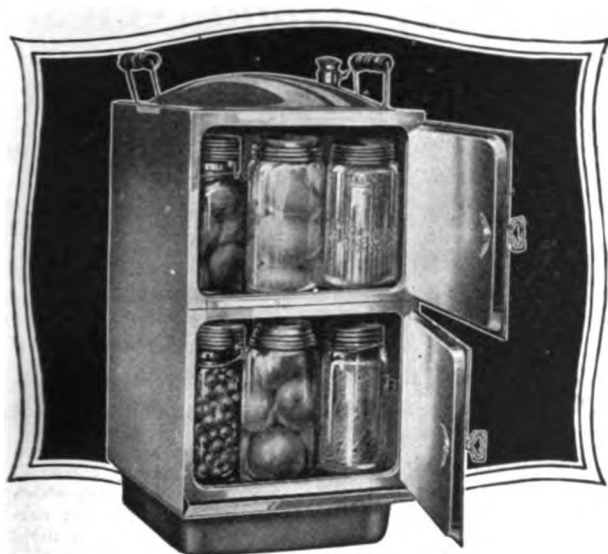
Will you buy your fall stock blindfolded?

No! Neither will we. Now as never before, the individual dealer will make a minute comparison and careful inspection of the quality of the merchandise he selects and the sales features of same. Your customers infer that you have done this and place their confidence in you accordingly. And it never pays to betray a confidence. We invite the closest inspection and comparison of the value of Witt Corrugated Ash Cans and Garbage Pails. Need we tell you the reason? If Your Jobber Cannot Supply You, Write Us. The Yellow Label Means "Quality."

Catalog on request

The Witt Cornice Co.
Cincinnati Ohio





Easy to Sell and a Sure Profit Maker



CONSERVO—backed by our tested sales plan—is an amazing sales producer. By this plan—used two years with astonishing success—we advertise CONSERVO locally at no expense to you.

CONSERVO cooks and cans by energized steam. It cans fourteen quart jars at one time, or cooks an entire meal over one burner.

Write at once for 1922 Sales Plan. It explains how we help dealers make quick sales. Address Dept. 139.

THE TOLEDO COOKER COMPANY, Toledo, O.

Manufacturers of the Toledo Fireless Cookstove, Ideal Aluminum Ware, Conservo Steam Cooker and Ideal Food Conveyor for Institutions

CONSERVO

STEAM COOKER

Say you saw it in GOOD HARDWARE

Good News!



Get Ready For Christmas!

It's time now to plan for Christmas business—time to get a line on the things that appeal to gift buyers.

Don't overlook Bixler Staple Jewelry in your planning. Bixler Jewelry Departments bring hardware merchants real profits at Christmas as well as throughout the year that follows.

BIXLER
STAPLE JEWELRY
Guaranteed

is high quality, medium-priced jewelry in every-day demand. Cuff links, rings, fobs, watch chains, scarf pins, emblems, knives, studs, clasps, etc. No fads. Bixler Department No. 2 supplied in display case shown above. Requires only 3 sq. ft. of space. Cases loaned to trade. No money in advance. Advertising and sales helps furnished. Write today for full particulars.

The Miles F. Bixler Co.
 1924-32 Euclid Avenue, Cleveland, O.
 Dept. H-9

GIFTS THAT LAST



Exceptional opportunity for dealers located in coal mining territory

Lack of care during the coal strike has meant corroded, broken, lost or stolen tools which must be replaced. Miners prefer to buy from you—give them the opportunity. There is now an unusually good profit on mining tools for hardware dealers.

The Salem tools are well known, of the latest design, famous for holding their points and perfectly balanced. *They have been acknowledged leaders for years.*

In contrast to most other lines the extra parts are in a great many cases identical so that a minimum expenditure of money is required on the part of the dealer.

We will gladly make an analysis of your territory and advise you regarding the tools designed for existing conditions. Drop us a postcard with your name and address and the name of your jobber. No obligations—Do it right now!

SALEM TOOL CO.
 Salem, Ohio

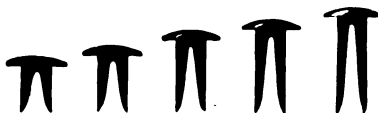
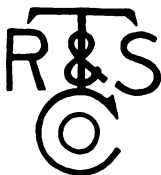


The Standard for Fifty Years



OUR growth during the past fifty years is an endorsement of the sound business policy which we have always followed—"quality first, then price."

*Buy for quality and
you buy for economy*



Tubular Rivet & Stud Company

Boston, Massachusetts

Those Inaccessible Soldering Jobs—



THE kind that make you squirm and swear until they're done—those jobs are made *easy* and simple with Kester Acid Core Wire Solder. All you do is to apply a touch of heat and Kester Solder and the job is finished—*quickly, economically and permanently.*

The reason? Kester Solder has an *acid core* that feeds the proper amount of flux as the solder is melted, and in this way eliminates the troublesome pot of acid or paste and the messy swabs, sticks and brushes; besides the job is done in half the usual time.

Kester Solder comes coiled in one-pound cartons or on one-pound spools. But for quantity users it is more economical to buy it on five and ten pound spools.

Dealers everywhere stock Kester because it is a *clean, fast seller* and brands their store as an establishment that caters to the modern mechanic.

KESTER
Acid Core WIRE SOLDER
REQUIRES ONLY HEAT



CHICAGO SOLDER 4213
COMPANY

Wrightwood Ave., Chicago, Ill. 9-22

G. E.

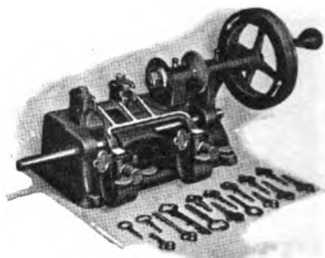
Please send me a sample of Kester Acid Core Solder, no charge postage prepaid.

Name _____

Address _____

Supply Name _____

CUTTING KEYS PROFITABLY



Two Machines in One

The Segal Rectifying Key Cutter

1. Cuts flat and grooved keys—all makes, Yale, Sargent, Corbin, Russwin, offset keys, etc.
2. No need to change cutters or guides.
3. Cuts from the lowest groove or back of key, as preferred.
4. Our one-piece vise holds keys firmly in place.
5. Cuts key in less than a minute.
6. Often makes an accurate duplicate out of an inaccurate blank. It *rectifies*.
7. Works by hand or power.

Write for our illustrated booklet.



P. S.—Protect your customer and increase your business with the *Segalock*. It is absolutely jimmy-proof.

SEGAL LOCK & HARDWARE CO.

155 Leonard Street
New York, N. Y.



The Leather Jerkin

"Better than a Sweater"

The greatest value ever offered. Sells on sight. Hardware dealers are reaping large profits by making this Jerkin a feature selling attraction.

A leather coat without sleeves. Lined with a strong, heavy, all-wool fabric. A practical garment of the greatest utility for every man or woman that works or plays outdoors. Protects from wind and cold, and

Ask your jobber for
PRICES

If he can't supply
you—wire us

leaves the arms entirely free.

The Jerkin fits every outdoor need and will wear a life-time. Wire for sample and for

special price on lots of 5,000.

Sells readily to sportsmen, farmers, mechanics, railroad men, chauffeurs, garage men, icemen, milk men, and all other outdoor workers. A bargain that pulls trade and yields an unusual profit.

Thomson & Kelly Co.

519 Broadway, New York

1 BOSTON

Cable Address: Thomkelly

WASHINGTON

161 Summer St.

Code: A B C 5th Improved

421 Munsey Bldg.



Helping You to Sell Dietz New "Scout" Lanterns

THE "Scout" is now being advertised in leading Sportsmen's Magazines, such as National Sportsman, Field and Stream and Outers' Recreation. It is also being advertised in The American Boy, the foremost publication appealing to live, outdoor boys.

A big demand has already been created for Dietz "Scout" Lanterns! Are you sharing in it? Your jobber will confirm this statement! Ask him!

**R. E. DIETZ COMPANY
NEW YORK**

*Largest Makers of Lanterns
in the World*

Founded 1840



Say you saw it in **GOOD HARDWARE**

Quikwerk
TOOLS



Wood Choppers' Tools

WE think enough of **QUIKWERK** Tools to guarantee them to meet your idea of satisfactory wear. And yet they cost no more than the ordinary kind.

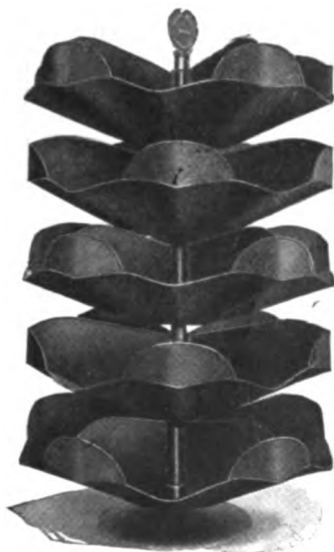
*Order QUIKWERK Tools
through your Jobber*

**THE WARREN TOOL
& FORGE CO.
264 GRISWOLD ST.
WARREN, O.**

Takes All the Gloom Out of Selling Nails!



Every User is a "Booster" for Eclipse Nail and Bolt Bins



Saves Floor Space

THE old-fashioned nail bins or kegs take up a lot of room that can now be used for more profitable goods. You save three-quarters of the space by using Eclipse Nail Bins. If you could talk to a dozen users, you would not hesitate a minute about buying a nail or bolt bin today.

Saves Time

Every minute saved puts money into your pocket. You use this time to bring other business. Why waste it on the old-fashioned way of handling nails and bolts? Use an Eclipse Bin.

Cuts Losses

You will make up the price of the bin in the amount you save on over-weight alone. You give accurate weight because there is a scale attached right to the bin. In addition, you save money in floor space. You save money in time, and you save money on the extra nails you are giving away free under the old method.

Ball Bearing Trays

ECLIPSE ALL STEEL NAIL BIN makes handling nails a pleasure. See illustration. Each tray made in five compartments, each holding more than a keg of nails. Trays mounted on ball bearings revolve just as easily when full as when empty.

Get in touch with your jobber. He probably sells the Eclipse Nail and Bolt Bins. If not, write us direct and we will tell you who does.

Wellston Manufacturing Company

WELLSTON, OHIO

Get Women's Trade Watch It GROW!

Every day more women become Stovoil enthusiasts, who know that at last they can get rid of rust on stoves and household fixtures, surely, permanently and with a minimum of trouble. They tell others and our national advertising keeps up its steady volume-building work. The result is a demand that grows and grows and grows.

Used by 90% of All Operating Gas Companies

to keep stocks in original unruined condition. And when big gas companies use it themselves and recommend it to their users, you can be sure it's good.

Approved by Domestic Science Laboratories

Every Domestic Science Laboratory which has tested Stovoil has endorsed it with words of praise. Can be used inside ovens as it is odorless. Won't stain hands. In addition to eliminating rust, leaves a rich, satiny appearance, far more attractive than mere "blackening."

Nationally Advertised to Women

in dominating women's magazines. The demand increased by word-of-mouth praise is augmented by nationwide publicity.

Everything from the intrinsic worth of Stovoil to the swelling demands for it means that the hardware dealer who stocks it is in line for steady, volume business. A post-card will give you all details regarding worthwhile profits, etc. Every day sees a bigger demand, so **NOW** is the time for action. Address

Tom Tap

SUPERIOR LABORATORIES

Dept. 504

Grand Rapids, Mich.



THE ENEMY OF RUST



This sign helps move it.

FERNALD SWEEPING PAN

Ask your jobber for this rapid selling back saver.

**FERNALD
MFG. CO.**

North
East,
Pa.



For Every Household



**EVEREDY
BOTTLE
CAPPER**

Simple,
Efficient
Durable
Get them direct
or thru Jobber

**THE EVEREDY
BOTTLE CAPPER CO.**

Frederick, Md., U. S. A.

This Self-Selling
Display
Carton
Which Con-
tains
3
Dozen
Boxed



Slip-on Handle Protectors

Is one of the best salesmen you can put on your counter. Most everybody who sees it will slip you a dime or more for the sake of protecting coffee pot, tea pot and percolator handles from burning off.

Endorsed by Good
Housekeeping and
Tribune Institutes

Sold through jobbers
everywhere

Young
Specialty Co.

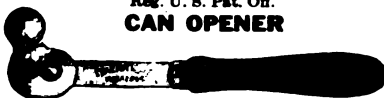
2229 West Street
Milwaukee, Wis.



THE OPENRIGHT WAY

Reg. U. S. Pat. Off.

CAN OPENER



*Marks a new convenience in
the quick, easy opening of cans*

Cans are cleanly, safely, smoothly
and quickly opened with the
Openright.

Leaves no ragged edges. Simply
operated and incomparably superior
to any other can opener made.



*Dealers order this quick selling
item from your jobber today*

Manufactured by

**THE OPENRIGHT SPECIALTY CO.,
INC.**

56 Murray St., New York

SAFETY "BIG-BANG" CANNON

*No matches, No powder
No danger*

SAFE AND SANE

"BIG-BANG" has all the
Glamour, the Flash and the
Boom that appeals so strong-
ly to the heart of the boy
with the absolute safety de-
manded by the most exacting
parent. Used in the house
or anywhere in Military
Games, Celebrating and
Saluting.

SAFE and **SANE**—An
overcharge means only a
smaller report. Even a lighted
match will not ignite the
Bangsite in the ammunition
case. The cannon will neither
set fire to tissue paper nor
burn the skin.

COST OF OPERATION

—very little. The cannon
may be fired 100 times for a few cents. Open the breech—fill the charg-
ing measure from the ammunition case—slam the breech shut—touch the
igniter—it's off with a "BANG."

Noisy as the Biggest Cracker but as Harmless as a Pop-Gun
Write us for further information

**Mr. Jobber: Buy Now and give your trade a chance to sell and re-order
to meet the great demand for Fall and Xmas**

Retail Prices, \$1.25 to \$5.00. Five Models.

TOY CANNON WORKS

Bethlehem, Pa., U. S. A.



Say you saw it in GOOD HARDWARE

QUICK-CLEAN-HANDY

BLACK JACK STOVE POLISH

**Sell the
Biggest Seller**

Black Jack Stove Polish (liquid or paste) is the fastest selling stove polish in the world. Concentrate on the **Black Jack** line. Speed up turnover and increase sales and profits.

Black Jack advertising goes into hundreds of thousands of homes every month. More than a million housewives know that **Black Jack** is quick—clean—handy—non-explosive—long lasting—covered by a money-back guarantee.

Supply the demand for **Black Jack** in your community. If you are not already stocked, order today from your jobber. If he can't supply you, write to us. Mail coupon for free price list and attractive display sign.

**NICKEL PLATE STOVE
POLISH CO.**
Chicago, Ill.

Tear Off and Mail To-day

Nickel Plate Stove Polish Co.,
Chicago, Ill.

Send me without cost or obligation complete price list of Nickel Plate Products and **Black Jack** Stove Polish Display Sign.

Name
Street
City..... State.....
Jobber's Name

ROBERTSON
Horseshoe
MAGNET
HAMMERS

**THE HAMMER
HOLDS THE TACK**

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

**The Best Magnet Hammer
on the Market**

ORDER FROM JOBBER

*Silver Medal Panama-Pacific
Exposition*

ARTHUR R. ROBERTSON
Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office



**BIG FIELD FOR
Hardware Jobbers**

Your trade is being constantly called upon for Thumbtacks.

**Moore One-Piece (Cut-Out)
Sharp Point Thumbtacks**

are ideal for every household requirement, in addition to the heavy demand from schools and offices.

To meet the fast-growing demand for these Cut-Out Thumbtacks, we have installed additional equipment and can supply any quantity without delay. Packed in small, attractively lithographed tin boxes. Counter Cartons, contain 3 dozen metal boxes, one size tack to a Carton. Sizes: No. 41, $\frac{3}{8}$ " ; 42, $7/16$ " ; 43, $1/2$ ".

Moore Push-

Pin Co. Wayne Junction, Philadelphia, Pa. Manufacturers of the World-Famous Moore Push-Pins, Push-less Hangers, Mop- & Thumbtacks.



160%

of last year's
sales

Have you studied wringers lately? Are you familiar with the

New

HORSESHOE BRAND

Clothes Wringers
with patented rubber rolls and other important improvements? These popular labor-savers—the only wringers approved by Good Housekeeping—are enjoying a demand 60% greater than in 1921.

If your wringer sales have not increased to your satisfaction let us tell you how we can help. Mail the coupon.

AMERICAN WRINGER COMPANY

WOONSOCKET RHODE ISLAND



Company

By

St. and No.

City State

MARBLE'S

OUTING EQUIPMENT

Order these ready fall sellers of your jobber—or direct from us if he can't supply you. Liberal discounts from list prices—ask for catalog.

Belt Axe No. 9—2 1/2 x 4 1/4 in., blade finest steel—14 in. handle selected hickory. List price \$1.59.

Safety Hunting Knife—Extension guard acts as safety lock when knife is open. List price, 4 1/4 in. blade, \$3.50; 5 in., \$4.00. Add 10% war tax.

Jointed Rifle Rod—Solid as one-piece rod—can't wobble, bend, break; 26, 30, 36 in. long; brass or steel; in cloth bag. List price \$1.25.

Marble Arms & Mfg. Co.

533 Delta Ave.
Gladstone, Mich.

Pacific Coast Rep.,
Donald & Linforth,
737 Call Bldg., San
Francisco; South-
western Rep., F. B.
Schutz, 1002 Central
Trust Bldg., San An-
tonio, Texas; South-
eastern Rep., P. F.
Dawson, Charlotte,
N. C.; South Central
Rep., W. J. Jacquin,
Louisiana, Mo.

CRONK'S HEART SHAPE HOES
Sell Quickly because they last longer



No.
 6½" R
 5½" w.l.
 6½" dp.
 Wt. 21 lb
 4½ Ft. Handle

The man who buys knows a good hoe. That's why he buys the one with the "CRONK" name on it. Are you ready to sell it to him? If not—order thru your jobber.

CRONK & CARRIER MFG. CO.
 ELMIRA, N. Y.

TRADE MARK
 CRONK
 REGISTERED



SALLY SWEET

will talk to the readers of Good Housekeeping and Modern Priscilla Magazines in October on making Fudge, other candies, and frostings with her Sally Sweet Thermometer.

If you do not have in stock Sally Sweet and other WILDER Standard Cooking Thermometers, write for samples, prices and information regarding Fall Selling Plan.

WILDER-PIKE THERMOMETER CO.
 TROY, N. Y.

Makers of Thermometers for every purpose

THIS SPOTLIGHT SELLS

Because motorists can see its special advantages at a glance—the ruby beam to rearward that warns oncoming drivers and protects your fenders—the double "silver lining" reflector that can't leak and tarnish—the whole unit neat, and sturdy, an ornament to any car.

"RED SPOT"

Spotlights are a quality product at a popular price. Cost you \$3.48 in standard package of 10; sell for \$5.25 each. We'll send you ONE post paid at the above quantity price for inspection and use on your own car, if you give jobber's name and order at once.

THE F. W. WAKEFIELD BRASS CO.
 111 Front Street
 Vermilion, O.



"RED SPOT"

SAMSON No. 1 HAND PUNCH

For METAL, PAPER, CARDBOARD and LEATHER
 Powerful general utility punch of Drop Forge Steel. Maximum punching capacity 3/16" thru 20 gauge untempered metal or thru paper, etc., up to 1/4". Throat 1 3/8". Handles interchangeable.

Punches and dies as illustrated.

Order NOW and take advantage of our national advertising campaign

SIZES OF HOLES—PUNCH NO 1



Write for Catalogue and our attractive proposition.

THE MACHINE APPLIANCE CORPORATION
 351 Jay Street
 Brooklyn, N. Y.



Tool with ONE Punch and Die
 Retail \$3

Tool with complete set of 6 punches and dies

Retail Price Complete \$5

MARATHON "OK" GRINDER and BUFFER

Complete with Motor

Less than half the usual price for a tool of this size and capacity.

And, we also give you our 1 year guarantee, which entitles you to a new motor, should defects develop within the first 12 months.

Has 6 x 1 1/2 in. No. 60 Norton grinding wheel, and 7 in. Hanson & Van Winkle Cotton Buff.

Equipped regularly with the famous MARATHON OK single phase totally enclosed Alternating current motor; for 110 or 220 volt 60 cycle service. If Direct current motor is wanted, we will supply.

Has convenient and reliable switch in base. Machine is shipped complete with standard plug and 10 ft. cord, ready for use.

Buy this handy tool for your own shop, and put it where your customers can see it. Every "home mechanic" who likes to "tinker" will want one in his garage or workshop for grinding knives and tools; polishing silverware, and countless other uses. Sell the tool and make handsome profits. Write for bulletin.



MARATHON ELECTRIC MANUFACTURING CO.

33 ISLAND ST.

WAUSAU

WISCONSIN

Link up your name with that of the ~ **RELIABLE** Standard **INCUBATOR**

has the most users and is most in demand everywhere. Has taken more prizes than any other. It's a strong trade magnet.

The reliable Sales Book describes the full line of RELIABLE Incubators, Brooders, oil and coal burning Hovers, Poultry Appliances and equipment all covered by a positive money-back guarantee. Dealers make easy sales and good profits through our extensive advertising and close co-operation. They appreciate it. So will you.

We are originators of the Standard Blue Flame Oil Heated Colony Hovers. Not affected by cold weather, will not over-flow, automatic control. Controlled by lever easily regulated to produce heat required.



Write for the
Reliable Sales
Book TODAY.

50 to
1100
Eggs



J.W. Myers, Pres

Write for Dealer Terms and Prices

RELIABLE INCUBATOR & BROODER CO.
Department S QUINCY, ILL., U.S.A.

Reliable because right.

Say you saw it in GOOD HARDWARE

Queen Quality?

LET GREEN BROTHERS ANSWER

"We have been very much pleased with our sales and with the satisfied customers whom we have sold the Queen Incubators to. As for the Queen for quality, we are sure they are unsurpassed."—Green Brothers, Lawrence, Kansas.

Thousands of dealers are building profitable incubator departments with Queen Incubators and Brooders. Write for territory.

Queen Incubator Co.
LINCOLN, NEBRASKA

Queen Incubators

A WIRE SCOOP for EVERY PURPOSE



THE CHAMPION—rust proof, staple edge can't cut.

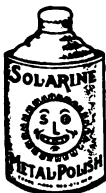
THE SHOLDER—double turned, six continuous wires, no rivets, strong, no dirt.

These two scoops have helped to harvest the potato and corn crops of America for thirty years; now indispensable.

Order of your jobber today and be ready. Easy to sell and afford a good profit.

Michigan Wire Goods Co.
Niles, Michigan

FREE TO DEALERS



6—Bottles 3-in-1 Oil—15c. size
6—Bottles Black Flag Insect Powder—15c. size

with every gross (assorted sizes) Solarine, Shipping charges prepaid In addition we send Free a guaranteed Solarine Watch and Fob and 50 Solarine Gift Boxes containing samples, lithographed match holders, lithographed folders, etc. Also cut outs, hangers and window displays.

"Best known - known as best"
\$500 in Prizes for Window Display Just Send Photo of Window
Two Dollars Paid For Every Photo

SOLARINE

SOLARINE COMPANY

Chicago

New York

Baltimore

SNOW - WHITE STEEL and POLISHED GLASS

ATTRACT BUYERS



**Hess Steel Medicine
Cabinets and
Mirrors**

add to the attractiveness of your show room and dollars to your income.

All jobbers or write us

Hess Warming & Ventilating Company
1210 Tacoma Bldg. - - - Chicago



Mechanics demand a
Non-Explosive, Non-Injurious
Non-Corrosive Flux
RECOMMEND

Rubyfluid

**SOLDERING & FINNING
FLUX**

FOR ALL METALS

A complete substitute for dangerous acids, commonly used as a Flux. Ruby Fluid is quick acting, anti-rusting and always ready for instant use. Ruby users include the foremost industries of the country.

THE RUBY CHEMICAL CO.

Columbus

Dept. G-9

Ohio

Say you saw it in **GOOD HARDWARE**



Dover Measures

We have made more measures since 1833 than all other makes combined



There is a Reason

Send for New Measure Booklet



Dover Stamping and Mfg. Co.

Cambridge, Mass.

Order from your jobber. If your jobber does not handle write direct.

Three Factories

Main Office: Toledo, O.

The American National Company

Quality Tells

CHILDREN are keen judges of quality in wheel goods and are delighted with automobiles, coasters, etc., that have distinctive, up-to-the-minute features. Richard Headrick, youthful moving picture actor, likes his American automobile with its side wings, spare tire, spot light and bumper that are just like Daddy's. And Wallace Reid, Jr., shows by his smile that his American pneumatic tired velocipede is the best ever.



Richard Headrick
youthful hit of "Rich Men's
Wives."

THE AMERICAN LINE
THE LINE BEAUTIFUL

We can make them cheaper, but we won't. We would like to make them better, but we can't.

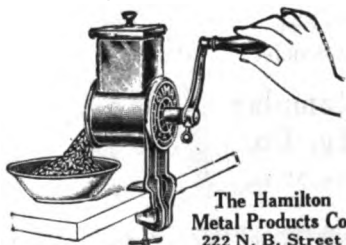


Wallace Reid, Jr.,
son of the popular
star.

Say you saw it in GOOD HARDWARE

You too can Profit by Selling the CLIMAX FOOD GRATER

Hardware merchants all over the country are enjoying the profit from the CLIMAX FOOD GRATER. You can profit with the others by showing this little kitchen necessity. It sells fast because it works well. And it works well on every article of food that needs grating. Specify CLIMAX when you order from your jobber.



The Hamilton
Metal Products Co.
222 N. B. Street
HAMILTON OHIO



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

If Jobber does not handle, write direct

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

BETTER HOMES and Better Business

October 9-14th is **Better Homes Week**. You won't be able to take your proper place in it unless you know what it is. Read the description

—on pages 49-51.

MILLIONS OF WEEDS

In Thousands of Gardens

9 Models

Model
"H"

The gardeners of your community will look to YOU for the remedy. Just show them



The MAGIC Combination Spring-Tooth WEEDER HOE

Well made, two-purpose garden tool. Cannot clog. Easy to use. Its novel features make it a quick seller, at a good profit. Write for descriptive folder TODAY.

THE F. H. REICHARD MFG. CO., BANGOR, PA.

SAMSON CORDAGE WORKS



Manufacturers of
braided cordage
and cotton twines,
sash cord, clothes
lines, etc.

*Send for
catalog*

BOSTON, MASS.

Silver Lake Sash Cord

Sold by Net Weight. Guaranteed
Full Lengths
Established 1869

Order Thru Your Jobber
If your jobber does not handle
—write direct

Silver Lake Co.
Newtonville, Mass.



Puritan Products

From the Impressions of
a Jobber's Salesman

There are oil soaps and oil soaps.

There are metal polishes and
metal polishes.

There are neatsfoot compounds
and neatsfoot compounds.

When we stand them up side by
side, forget their names and claims,
but make them qualify; then we
have found that for which the
name Puritan stands. Money can
not help but be made from
Puritan Quality.

ORDER COMBINATION

- 12— $\frac{1}{4}$ pts. Metal Polish
- 12— $\frac{1}{4}$ pts. Neatsfoot Compound
- 12— $\frac{1}{2}$ pts. Auto Polish
- 12— $\frac{1}{2}$ lb. Pure Oil Soap
- 8—2 lb. for Home and Auto
- 12—Auto Polish Samples

Cost Dealer \$11.27
Sells \$16.80

With display signs and
cartons that make sales.

Ask Jobber's Salesman

SHEARS and SCISSORS That STAY Sharp



Those Eversharp Shears
you sold Mrs. Jones, Mrs.
Smith and Mrs. Brown will
keep right on the job, day
after day, year after year—
because they're EVER-
SHARP.

Cutting sharply and
cleanly through canvas,
cardboard, dress goods,
paper, etc. All materials
are the same to the hard-
ened and lasting cutting
edge of

Eversharp

Reg. U. S. Pat. Off. 1920

SHEARS and SCISSORS

You can meet the steady
demand for shears and scissors
of moderate price with the
Eversharp retail prices of from
10c. to \$1.00 per pair.

Just let your customers TEST
these scissors and shears right
in your store and then all you'll
have to do will be to ring up
the sales on your cash register.

A profitable, fast-selling line.
Let us give you further de-
tails on the subject. It only
takes a minute to write us.

Small or large orders prompt-
ly filled.



Eversharp
Shear Mfg. Co.
Bridgeport, Conn.



Door Hangers and Garage Door Hardware

The constantly increasing demand for Allith-Prouty products clearly indicates the confidence and good will this company has built up among dealers and users everywhere.

More than twenty years' production of a uniform high quality of properly designed and extremely well made sliding door hardware is responsible for Allith-Prouty success. Write today for Catalog 90.

ALLITH-PROUTY COMPANY
Manufacturers
Danville, Illinois

ALLITH-PROUTY



There's rapid turnover and 100% profit
in

RED-E for Razor Strips

Ask your jobber or write for information on special 1½ dozen assortment with free Display Stand shown above.

THE GIBFORD MFG. CO.
209 Payne Ave., Adrian, Mich.



These Phonograph Needles Sell Themselves at 100% Profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10¢ per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those Satisfactory Violaphone needles. Every needle plays 10 records—brilliantly.

THE FRED. GRETSCH MFG. CO.
60 Broadway, Brooklyn, N. Y.
Manufacturer of Eagle Brand Steel Strings

"GIANT METAL" "RED METAL" AND STEEL

SASH CHAINS



CATALOGUE ON REQUEST

THE SMITH & EGGE MFG. CO.
BRIDGEPORT, CONN.

ORIGINATORS OF SASH CHAINS

Say you saw it in **GOOD HARDWARE**

Sure Sales When You Sell the SHUR GRIP

This Counter Display should be working for you.

In the City of New York nearly 1000 Dealers have put it to work—it is making the selling of an easy selling item doubly easy.

One Dealer alone who put it on his counter, ordered and disposed of 3 gross PARKER SHUR-GRIPS within two weeks, and he's still going strong.

Parker Shur-Grips are made for every tool with a tang—they screw on, won't come off unless unscrewed and won't split or crack. They're guaranteed.

Their sale is at a real profit to you. Get our attractive proposition. The counter display in three colors comes to you free with your first order.

If you want a sample handle we'll send it.



PAT.
JULY 12, 1921

It Screws On



PARKER SUPPLY CO., Dept. H. NEW YORK

You Need This Book!



IT tells you how to do a larger volume of tool business, and make more money for yourself.

It's chock-full of selling ideas and suggestions. It's free; no obligation.

Send also for the latest "Red Devil" Tool Catalog and trade-prices.

SMITH & HEMENWAY CO., Inc.

Manufacturers of "Red Devil" Tools

251 BROADWAY, NEW YORK

MILBRADT ROLLING STEP LADDERS



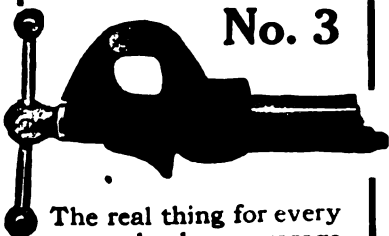
Made for the last thirty-six years by the original inventor.

Eighteen styles to fit any conceivable type of shelving.

Milbradt Mfg. Co.
2420 N. Tenth St.
St. Louis, Mo.

Oval-Slide VISE

No. 3



The real thing for every man who has a garage
STEEL FACED JAWS

Prices Right

Send for Catalog

The Clipper Tool Co.
BUFFALO, N. Y.

GENUINE ARMSTRONG STOCKS and DIES



RELIABLE PIPE THREADING TOOLS
Also **HINGED PIPE VISES** :: **PIPE CUTTERS**



MANUFACTURED BY

THE ARMSTRONG M'F'G CO., Bridgeport, Conn.
248 Canal Street, New York

LITTLE GIANT CLOTHES REEL



Raises
to 9 ft.

Lowers
to 4 ft.

Saves
Doctor's
bills

Cheaper than wooden posts, arms and wire. Prevents wet feet and colds. Used for rug cleaning, airing clothing, etc.
Bought by men who love their wives
LITTLE GIANT COMPANY
222 Rock St. Mankato, Minn., U. S. A.
Established 1876

THE G. G. G. HAME FASTENER

GUARANTEED

Strong, Durable, Looks Good,
Quickly Adjusted, and Easily
Pulled Tight.



For Sale by Jobbers

"The G. G. G." is stamped on every
Fastener. Accept no substitute.
Packed 1/2 doz. in box.

G G G Metal Stamping Co. Warren, Pa

See you save it in **GOOD HARDWARE**



WITH FLAT-LINK OR CABLE CHAIN

TRIMO TOOLS

TALK No. 4

The range of sizes, the attention given to every detail in the manufacture, make TRIMO TOOLS superior in many respects.

The TRIMO CHAIN WRENCH, herewith illustrated, is made in 8 sizes.

Strength and durability is evident here as in all TRIMO tools. Note that the chain pocket is in the handle, so that the strain comes on the handle, not on the jaws. Mechanics favor the TRIMO for this outstanding feature.

Satisfied customers always come back. TRIMO TOOLS are a trade building line. You ought to stock them.

Further particulars regarding the entire TRIMO line of tools will be sent to any dealer writing to

THE TRIMONT MANUFACTURING CO.

Roxbury, Boston, Mass.

We Are Telling Your Customers About It



Finished in Black.
Blue and White
Enamel, Nickel
Plate Oxidized
Copper

Our advertising which appears in the leading women's publications, tells millions of housekeepers that the Arcade Crystal Coffee Mill will keep their coffee fresh and fragrant, grind it to any degree of fineness and measure as it grinds.

Naturally there are a whole lot of women right in your locality who are looking for this sturdy little mill; display it and its attractive appearance will do the rest—and give a good profit to you.

Write your jobber for prices; you'll be surprised how reasonably priced a mighty good coffee mill can be. Ask us for catalog No. 28! It features our complete line of hardware accessories and cast-iron toy novelties.

ARCADE MFG. COMPANY
Freeport, Ill.

COLUMBIAN

Tape - Marked
PURE MANILA ROPE



EVERY FOOT OF THIS ROPE
IS ABSOLUTELY GUARANTEED
BY A RED, WHITE AND BLUE
"TAPE-MARKER" WHICH CAN
BE FOUND THROUGHOUT ITS
ENTIRE LENGTH.



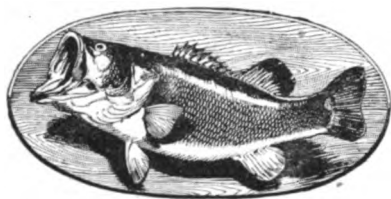
Trade - Marked Goods Excel

This is true of all
merchandise and is
proof of superiority.
The *Columbian
Tape-Marker* repre-
sents the most tan-
gible method of
Trade-Marking rope.
Insist on its pres-
ence in the next rope
you buy.



COLUMBIAN ROPE CO. AUBURN, N.Y.

Say you saw it in **GOOD HARDWARE**



**More prize
winners in
11 years of Field
& Stream's Bass
Contests have
been taken on
Heddon-Dowagiac
Baits than all other
artificial minnows
combined //**

HEDDON
Dowagiac
RODS · REELS BAITS

JAMES HEDDON'S SONS
Dowagiac, Michigan

Wm. Croft & Sons, Ltd., Toronto, Can., Exclusive Canadian Agents

DISPLAY WILL MAKE YOUR SALES JUMP

Compact—sightly—counter displays always make quick sales for you.

This is especially true of merchandise that is only bought when seen.

Our new counter display cabinet, with the four fast selling sizes always displayed, make your sales larger and easier.

Domes of Silence are made in six sizes: $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ " and the extra large $1\frac{1}{8}$ ", and are packed in two styles of packing, assorted or straight sizes.

Costs You \$3.00—Retails For \$4.80

Straight sizes are packed $\frac{1}{4}$ gross sets of one size in a display box, \$9.00 per gross sets except $1\frac{1}{8}$ " size at \$13.50.

Order by sizes or if smaller assortment is desired order assortment D-19.



Advertising cuts furnished free.

Send for proof sheet.

ORDER FROM YOUR
JOBBER TODAY

Henry W. Peabody & Co.

Domes of Silence Division

17 State Street
NEW YORK CITY

**This book is under no circumstances to be
taken from the Building**

[illegible]

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